The Boxing Fitness Institute's
Boxing Fitness Training Manual

By Tony Spain
Photos by Nancy Evans

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Welcome!

You have made a wise choice to become a Certified Boxing Fitness Trainer with the Boxing Fitness Institute.

Boxing Fitness – with the emphasis on fitness – offers an incredible, attractive workout.

- It is fantastic for cross-training.
- It focuses on "core strength," which is crucial for many sports and also the area of the body that most people want to improve.
- It challenges the aerobic and anaerobic systems.
- It improves overall body strength.
- It burns calories and fat.
- It is challenging and interesting.
- It improves mental toughness and confidence.
- It can easily be integrated into almost any workout routine.
- Because the emphasis is on fitness, it is easy to avoid injury.

This manual is set up to teach you proper technique, so that you can teach it to your clients. If you have any questions, contact me at any time.

Keep your elbows in and your hands up.

Sincerely,

Tony Spain

Special Thanks

The photos you see in this manual are of real people during a workout. We intentionally did not hire models or professionals, because we want you to see what it's like when real people do Boxing Fitness.

Special thanks to:
Caryl Bouziane
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Amy Turner (and her Mom Karen)

About the Author

Tony Spain is the creator of Absolute Boxing Fitness in Sarasota, Florida. He is a Licensed Florida Boxing Trainer, Certified USA Amateur Boxing Coach, Certified Personal Trainer and Sports Nutritionist. His 25 years of Boxing experience and achievements include: former Golden Glove Champion, undefeated 4-time Toughman Champion and a former Professional title contender.

About the Photographer

Nancy Evans is a photojournalist and founding member of Fight Zone Magazine, which covers boxing and martial arts in Florida (www.fightzonemagazine.com).

Requirements for Certification

Your requirements to be Certified as a Boxing Fitness Trainer are:

1. Be paid in full with your program.
2. Read this Training Manual in full.
3. Successfully pass the online Certification test.
4. Display your Certificate prominently.
5. Be a member in good standing of the Boxing Fitness Institute.
6. Maintain a current CPR certification.

Also, by taking this program, please realize that we offer basic certification online only. You acknowledge that you have read our terms and conditions on our website and agree to them. Of specific interest:

WARNING: Boxing, Kickboxing, Self-Defense and Martial Arts are contact sports. YOU ACKNOWLEDGE THAT FITNESS TRAINING, KICKBOXING FITNESS, BOXING FITNESS, AND SELF-DEFENSE HAVE INHERENT PHYSICAL RISKS, INCLUDING INJURY AND HEALTH RISKS, AND EVEN RISK OF DEATH. YOU AGREE THAT TONY SPAIN, ATN ASSOCIATES LLC, AND THE BOXING FITNESS INSTITUTE ("BFI"), AND ITS AFFILIATES AND ASSIGNEES, ARE NOT LIABLE FOR ANY INJURY, HARM, OR DAMAGE, INCLUDING ALL RISK CONNECTED HEREWITH, WHETHER FORESEEN OR UNFORESEEN, THAT YOU, OR YOUR CLIENTS, INCUR USING OR ATTEMPTING TO USE THIS PROGRAM. YOU AGREE TO INDEMNIFY AND HOLD HARMLESS TONY SPAIN, ATN ASSOCIATES LLC, AND THE BOXING FITNESS INSTITUTE FOR ANY INJURIES, HARM, OR DAMAGE THAT MAY RESULT. THIS INCLUDES ANY CLAIM BY YOU, OR YOUR FAMILY ESTATE, HEIRS OR ASSIGNS, ARISING OUT OF YOUR ENROLLMENT AND PARTICIPATION IN THIS COURSE. YOU FURTHER ACKNOWLEDGE THAT YOU ARE IN GOOD PHYSICAL AND MENTAL HEALTH AND HAVE CONSULTED A PHYSICIAN PRIOR TO STARTING THIS OR ANY OTHER EXERCISE OR FITNESS TRAINING PROGRAM, AND – IF YOU ARE A TRAINER WHO TRAINS CLIENTS -- HAVE CONFIRMED THAT YOUR CLIENTS HAVE DONE THE SAME. THIS PARAGRAPH APPLIES TO ALL PROGRAMS OFFERED BY BFI INCLUDING DVDs, CERTIFICATION, FITNESS ENTHUSIAST PROGRAMS, LIVE SEMINARS, AND EQUIPMENT.

YOU ALSO ACKNOWLEDGE THAT "THE BOXING FITNESS TRAINER" PROGRAM IS A BASIC CERTIFICATION PROGRAM PROVIDING BASIC EDUCATION AND INFORMATION. PERSONAL TRAINING AND FITNESS TRAINING ARE PROFESSIONS THAT REQUIRE ONGOING EDUCATION AND IMPROVEMENT. CERTIFICATION THROUGH BFI INDICATES AT MOST THAT YOU HAVE DEMONSTRATED INTELLECTUAL UNDERSTANDING OF THE MATERIALS IN OUR PROGRAMS, AND NOT THE PROVEN ABILITY TO TEACH CLIENTS SAFELY OR EFFECTIVELY. FURTHER TRAINING MAY BE REQUIRED FOR YOU TO ACHIEVE YOUR GOALS AND BE ABLE TO TEACH BOXING FITNESS TO CLIENTS SAFELY, EFFECTIVELY, OR WITHOUT INJURY. THIS PROGRAM MAKES NO CLAIMS ABOUT YOUR OWN OR YOUR CLIENTS' SAFETY, NOR DOES IT ASSUME ANY LIABILITY WHATSOEVER FOR WHAT OCCURS UNDER YOUR DIRECT OR INDIRECT SUPERVISION OF CLIENTS.

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IN ADDITION, OUR CERTIFICATION PROGRAM IS IN NO WAY INTENDED TO QUALIFY YOU FOR LIABILITY INSURANCE FOR BOXING, KICKBOXING, MARTIAL ARTS, OR BOXING/KICKBOXING FITNESS PROGRAMS. IF YOU HAVE PURCHASED OR PURCHASE LIABILITY INSURANCE AT ANY TIME BEFORE OR AFTER YOUR MEMBERSHIP, YOU EXPLICITLY AGREE THAT THE BOXING FITNESS INSTITUTE, ITS AFFILIATES, TONY SPAIN, AND ATN ASSOCIATES LLC HAVE MADE NO REPRESENTATIONS ABOUT YOUR ABILITY TO OFFER BOXING FITNESS, KICKBOXING FITNESS OR SELF-DEFENSE FITNESS SAFELY OR WITHOUT INJURY, AND THAT WE ASSUME NO RESPONSIBILITY OR LIABILITY FOR YOUR USE OF THE MATERIALS IN THIS PROGRAM.

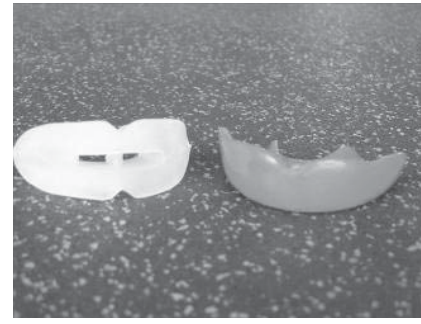
Getting Started: How to get all the equipment you need to be a Boxing Fitness Trainer, for under $200

It does not take lots of money to be a boxing fitness trainer. You don't need a ring, lots of punching bags, or even lots of space.

In fact, you can get started as a Boxing Fitness Trainer with only a few simple pieces of equipment. You can order this equipment directly from the Boxing Fitness Institute, for a significant discount over what the "brand name" companies charge. You can also sell this equipment to your clients, and supplement your income.

1. Hand wraps. Hand wraps are essential for preventing injury. They come in two lengths. Junior size is 2" X 120". Adult size is 2" X 180". However, adults can use the Junior Size in most workouts and be fine. When you first start out, you need a set of hand wraps for you and a set for personal training clients. As you progress to leading classes, you need enough hand wraps for new members of the class (while encouraging participants to purchase wraps from you).

2. Mouth pieces. Mouth pieces serve two purposes. First, if you get into parrying punches, you want your clients to have a mouthpiece just in case. More importantly, mouth pieces make it more important to breathe correctly. It is hard to breathe in through your mouth with a mouthpiece, so this piece of equipment encourages proper inhalation through the nose.



3. A timer. Boxing fitness workouts progress in rounds of two or three minutes (usually two minutes), with breaks of 45 seconds in between each round. Also, each round

typically breaks up into intervals of 15 or 30 seconds. Therefore, you should have a good timer to keep track of rounds and intervals.

4. Gloves. Get at least two sets of quality gloves: 12 oz. for women and 14 oz. for men.

5. Focus Mitts. Get one set of focus mitts. These are mitts that look a bit like a baseball catcher's mitt, and have a circle in the middle of the palm (so that your clients can "focus" their attention and punches on the circle).

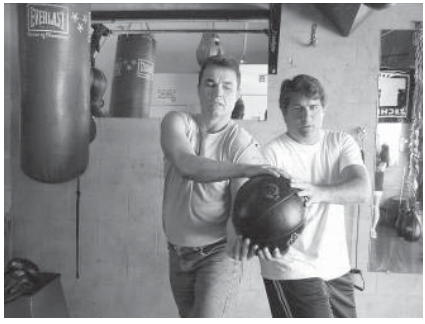
6. Jump rope(s). Have a few jump ropes of different sizes on hand. Jump ropes are a great way to start each workout.

7. Exercise or "medicine" ball. The medicine ball is back in style, thanks to plyometrics. It also makes for an authentic boxing fitness workout.

8. Hand weights (1 or 2 pounds) or cardboard toilet paper roles. These will help clients develop the correct hand positioning and stance.

9. Sit up bench (optional). While not required, a sit up bench can be quite useful.

10. A roll of duct tape or athletic tape. Duct tape and athletic tape are great for adding extra protection around the wrists and for showing proper stance (as you will soon read).



11. Music. Every workout is better with music. At my gym, AC/DC seems to get the best response.

As your practice progresses, you can get fancy and begin adding different types of bags, boxing gear, and exercise equipment. But start simply.

The Big Picture: What is a Boxing Fitness Workout?

Before we "jump into the ring," it is important that you know where we are heading.

A boxing fitness workout typically has a few phases:

1. Wrap hands. You will wrap your client's hands before, or at the start of, any personal training session. At the same time, you want to teach clients to wrap their own hands.

2. Warm-up. 10-12 minutes. Typically a Boxing Fitness workout begins with 3 or 4 rounds (2 minute rounds) of jumping rope. Alternatives include: jogging, treadmill, stationary bicycle, or other cardio equipment. I have one client who won't do any of these things, and only hits a speed bag to warm up.

3. Technique. 5 minutes. For 2 to 3 rounds, you work with the client to improve stance, punches, footwork, and technique. This can be done using focus mitts or by having your client "shadow box" in front of a mirror.

4. Focus Mitts. 30 minutes. The fun part of Boxing Fitness for clients is working on punching. During this part of the workout, you lead your client through a series of offensive and defensive routines. During this time, you work in 2-minute rounds, with a 45 second rest in between. Of course, if the client is winded or needs a break, you can offer to let them "take a round off."

Each round, you add one or two new things to the routine. For instance, you might start with jabs the first round. Then you introduce the right hand to the second round, and mix up some combinations. The third round you might add some ducking. And so on.

Also, within each round, you can mix things up every 15 or 30 seconds. For instance, you might have the client do a single jab the first 15 seconds, then a double jab, then a triple jab. Or you might start with a jab, then switch to the right hand, then go back to the jab.

There is no limit to the variety you can introduce during focus mitts training.

5. Wrap up. 10 - 15 minutes. The final 10 or 15 minutes of a workout can be the most challenging for your client. You have a number of options, depending on the client's goals: stretching, abdominal/core work, arm strengthening, sprints, and lunges.

6. Clean up. Unwrap your client's hands. If the hand wraps belong to you, hang them somewhere to dry. (And wash your hand wraps frequently).

Preliminaries: First session with a client

During your first session with a client, there are two things to do:

One: Understand and build rapport. The beauty of Boxing Fitness is that the same workout can achieve different goals for different clients. Every Boxing Fitness workout can help with conditioning, improving strength, agility, losing weight, and working on the core areas.

So begin your first session with a client by asking what their goals are. In my experience, the top six responses are:

1. I want to lose weight.
2. Boxers look like they are lean and in great shape, and I want to be, too.
3. I've always been interested in learning about boxing.
4. I see boxing on television and want to learn more about it.
5. My Dad used to box.
6. I want to learn some self-defense.

At the same time, ask them how they heard about you. That way, you can know which part of your marketing activities are working best, and build on them. In my case, the top three responses to this question are:

1. Internet.
2. Signs on the road.
3. Word of mouth.

Two: Complete the required paperwork. See the two-page form that follows this chapter. It includes a physical questionnaire, waiver/release, and contact form. It is ESSENTIAL that everyone you train completes a form like this one. Do not train anyone who has not filled out a waiver that has been reviewed and approved by YOUR attorney, or you expose yourself to legal risk. IMPORTANT NOTE: Please check with your attorney about this form before using it, as we are not providing legal advice but only giving you a template.

If a client answers yes to any of the physical questionnaire, do not work with them until they get a waiver from their physician. This includes any problems with their wrist, knees, elbows, neck or back – as well as heart trouble, dizziness, and high blood pressure.

At the same time, observe the client and identify any potential risk areas (e.g. obesity, over age 65) that may warrant a physician waiver.

HEALTH QUESTIONNAIRE FOR: _____

Read the following questions carefully and circle yes or no:

1. Do you have any current illnesses, like a cold or respiratory inflammation? Yes No
2. Has your doctor ever told you that you have heart trouble? Yes No
3. Do you sometimes have pains in your heart or chest? Yes No
4. Do you often feel faint of have dizzy spells? Yes No
5. Has your doctor ever told you that your blood pressure is too high? Yes No
6. Has your doctor ever told you that you have a joint or bone problem, like arthritis? Yes No
7. Do you have back or neck problems? Yes No
8. Do you have problems with your wrist, knees, elbows, or shoulders? Yes No
9. Are you pregnant? Yes No
10. Have you had surgery in the past year? Yes No
11. Are you over age 65 and not accustomed to physical exercise? Yes No
12. Is there a good physical or psychological reason not mentioned here why you should not begin, or why you should be especially careful, during an exercise program? Yes No

NOTE: If you answered yes to any of the above questions, CONSULT WITH YOUR DOCTOR BY PHONE OR IN PERSON, BEFORE INCREASING YOUR ACTIVITY LEVEL. Find out, with medical evaluation from your doctor, whether you are okay for: unrestricted physical activity, gradually-increasing activity, or restricted activity for a period of time.

I have answered these questions accurately.

Signed: _____ **Date:** _____

WAIVER/RELEASE FORM

By signing below, you agree that training and exercise, and especially Boxing Fitness, are strenuous in nature and therefore potentially dangerous. You, the Client/Member, are aware that you are engaging in physical exercise and that the use of equipment, training, and instruction could cause injury. You are voluntarily participating in these activities and assume all risks of injury that may result. You agree to waive any and all claims or rights you may otherwise have to sue or otherwise bring action against _____ or any agent, employees or instructors, or _____, for injury to you as a result of these activities. You further agree that you have consulted your physician prior to beginning this exercise program and have been cleared by your physician to participate.

Signed: _____ **Date:** _____

[NAME OF YOUR PROGRAM]
Contact Sheet

Name:
Address:
City/State/Zip:
Phone (H):
Phone (W)
Email:
Start Date:
Age:
Emergency Contact
Name:
Phone:
Alternate Phone:
Relationship to you:

How did you hear about us?

Please suggest three people who might also benefit from Boxing Fitness:

	Name	Contact
1.		
2.		
3.		

Wrapping Hands

There are two reasons why you should start every Boxing Fitness session with hand wrapping. First, there are 27 bones in the hand, and wraps help to avoid injury. Safety first!

Second, by wrapping hands, you set the tone for a Boxing Fitness workout as something unique and different.

For these two reasons, wrapping hands is vital and the first thing you should do during every class or personal training session.

Hand wraps are made of cloth, with a thumb loop at one end and a Velcro patch at the other. There are two different lengths: 2" X 120" and 2" X 180".

The secret to wrapping hands is: Always go back to the wrist. After each wrap up the hand, come back to the wrist. The wrist has the highest risk of getting injured in Boxing Fitness.

If you watch professional boxing, you might think that you should wrap around the knuckles, because you see on television how each fighter's knuckles are fully padded. But that is for fighting, and for the 10 ounce professional gloves that lack padding. In Boxing Fitness, the wrist is much more vulnerable. Also, sparring gloves come with plenty of padding in the knuckle areas to protect that part of the hand.

Following is how you wrap a client's hand. These instructions are for the shorter wraps. For the longer wraps, add one more rotation around the wrist or knuckles.

1. The client holds his/her hand out, palm down, fingers together, thumb out.

2. Put the thumb through the thumb loop of the hand wrap.

3. Wrap the hand wrap around the wrist two times (three times for the longer wraps).

4. Take the wrap up and over the thumb, around the thumb, and back to the wrist. This provides support to the thumb.

5. Wrap around the wrist two times (three times for longer wraps). Always come back to the wrist.

6. Cross the wrap across the back of the hand, diagonally up to the base of the pinkie.

7. Take the wrap under the palm and in between the thumb and index finger.

8. Take the wrap back to the wrist and wrap the wrist two times (three times for longer wraps).

9. Repeat steps 6 through 8 again, covering the back of hand and palm as you work your way around.

10. Cross the wrap across the back of the hand, diagonally up to the base of the pinkie one more time.

11. This time, wrap under the hand where the knuckles are, and then over the knuckles. Do this two times (three times for longer wraps).

12. Come back to the wrist (AS ALWAYS), and wrap the wrist until you reach the Velcro attachment.

13. Attach the wraps with the Velcro.

14. You might wrap a strip of duct tape around the wrist once or twice for extra protection.

After a few sessions with a client, have them try to wrap their own hands. You can still wrap their hands during sessions, but many clients like knowing that they can wrap their hands on their own.

Also, in group classes, set the expectation that participants wrap their own hands after a few classes – with your help when needed, of course.

Warming Up: Jump rope and the "Rounds" system

For most Boxing Fitness clients, you will start a session with 4 rounds of jumping rope.

Jumping rope is a great way to warm up, build endurance, and improve coordination.

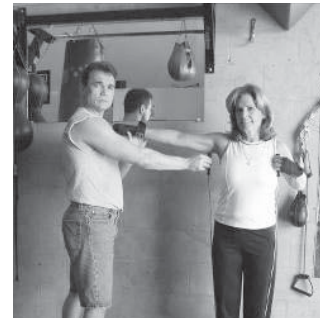
Also, the warm up introduces the concept of "rounds" to your client. Boxing Fitness is all about moving from the beginning of a round to the end of the round. In boxing, you move from the starting bell until the ending bell. There are no time outs during a round. There is constant movement. That's one of the great things about the Boxing Fitness workout.

Most Boxing Fitness rounds are two minutes, with a 45 second rest. For more advanced clients, you can work up to 3 minute rounds with a 45-60 second rest. (But most clients get a good enough workout with 2 minute rounds!). In between rounds, your client can rest or get a drink. Meanwhile, they should focus on their breathing while their heart rate decreases. If your client seems especially tired, have them take a round off; after all, they can build up gradually.

So the entire Boxing Fitness workout progresses as follows: round 1, rest, round 2, rest, round 3, rest….until the very end.

To get started with the jump rope, make sure the jump rope is the right length

for your client. Have the client stand on the middle of the jump rope with the balls of both feet, and extend their right arm out. Extend the jump rope to their arm pit. If the rope ends just about at the arm pit, it is the correct length.



For a new client, use the jump rope activity to assess their coordination and endurance. Introduce the activity as follows:

"Let's do a round of jumping rope for two minutes. Do the best you can. No fancy stepping. I just want to get a sense of how you do…." Then start the timer and assess.

After a two minute round, have them rest for 45 seconds. Then do three more rounds the same way.

If you sense that they can't do 4 full rounds, have them do 2 rounds. If your client needs instruction on how to jump rope, help them out. It is fine for them to start slowly – even with a double bounce between each cycle -- and gradually build up coordination and confidence.

For more advanced clients, and as clients progress, you can make each round a little different:

1. Round one: Regular jumping.

2. Round two:
   a. 15 seconds on the left foot.
   b. 15 seconds on the right foot.
   c. 15 seconds right foot.
   d. Repeat.

3. Round three:
a. 15 seconds: "Aspen," or mogul skiing, style. Here, the client keeps their upper body straight, and moves their feet left to right. This exercise works the side of the core.
b. 15 seconds: Regular.
c. Repeat.

4. Round four:
a. 15 seconds: Raise one knee with each jump.
b. 15 seconds: Regular.
c. Repeat.

Some clients refuse to jump rope, or have injuries that make jumping rope unwise. Others want a change of pace. Have them warm up in any of the following ways, depending on their situation:

- Stationary bike or other cardio exercise machine.
- Jogging/walking on a treadmill
- Running for 10 minutes.
- Hitting the speed bag (if you have one).

Breathing Technique

Good boxers know how to breathe to optimize oxygen flow and relaxation.

During the jump rope routine, and throughout the workout, you should teach your clients how to breathe correctly.

The basic technique is:

- Breathe in through the nose.
- Breathe out through the mouth. When you breathe out, blow out and relax. Let it all out.

When we get to punching, you will see that this breathing technique remains constant: Breathe out when driving a punch, and breathe in when the hands come back. It is like weight lifting, where you breathe out when you lift.

- "When you throw out, blow out."
- "Hands in, breathe in."

Make sure that your clients NEVER hold their breath and that they are breathing while the work. Have them practice proper breathing between rounds.

If you see your client bending over and trying to catch their breath, tell them to stand up straight, breathe in through the nose, and out through the mouth. That's the fastest way to recover.

Encourage your clients to practice breathing correctly while working (especially during tense moments), driving, and relaxing.

For an advanced client, you can really train them to breathe correctly by having them take a few sips of water, and hold the water in their mouths, during a round. That way, they have no choice but to breathe in (and out in this case) through their nose.

Putting on Gloves

You don't just put on and take off boxing gloves as if they were a pair of winter gloves to wear. Otherwise, your client risks injury to the shoulder.

You should help your client put their gloves on, as follows:

1. Hold the opening of the glove towards the ceiling, so that the glove is perpendicular to the floor.

2. The client puts their hand into the glove.

3. They drive the hand down into the glove with their shoulder. They should feel their hand reach the bottom of the glove and fit snugly into it.

4. You close the glove snugly for the client.

When the client takes their gloves off, be sure that they do it carefully. They should NEVER pull their hand out of the glove, or they can hurt their shoulder. Instead, they should loosen the glove and remove their hand.

The Boxing Stance

The boxing stance is critical to any Boxing Fitness program, and worth extra time to make sure your clients (and you) are using proper technique. Everything comes back to the stance. Throw a punch, come back to the stance. Duck a punch, come back to the stance. Move around the ring, stay in the stance.

In the ring, a good stance protects the boxer, and prepares him or her to defend and attack quickly and with minimal energy. If the stance is solid, the punches, ducks, and defensive moves are likely to be solid as well.

For fitness training, the boxing stance encourages core strength and balance. It also increases your client's self-confidence.

Finally, for self-defense, a good boxing stance can cause a potential attacker to have second thoughts. Let your clients know that Bruce Lee used the Western boxing stance (and the fencing stance) as the basis for his martial arts training. The top forms of self-defense are fought from a semi-crouch position with a strong core and balance, and a good boxing stance is no exception.

The instructions that follow are for the orthodox stance (right-handed). For "Southpaws," or left-handed clients, you can either encourage them to box orthodox, or reverse these instructions. These instructions are long, and a bit dry. But they are crucial to a successful session and to client satisfaction and results.

Notice that, contrary to popular belief, the key to the stance is in the core and legs – not the arms! Therefore, we build the proper stance from the bottom up. Good boxers drive their punches out from their core. And your clients typically want to work on their core (butt, hips, legs). So we are building a foundation, starting with the legs and core, and then building a solid home on top.

1. Stick a two-foot line of duct tape on the floor. This will help your clients learn proper foot position.

2. Have your client stand with feet shoulder length apart, straddling the duct tape. They can keep their hands down for now.

3. Tell the client to step forward with the left foot. This is critical. Too many amateur fighters stay square to their opponent, which is a big mistake. When you are square, you are a big target, and also in range of the opponent's punch. When you are sideways, you are like a fencer. You are a much smaller target, and more of you is out of range.

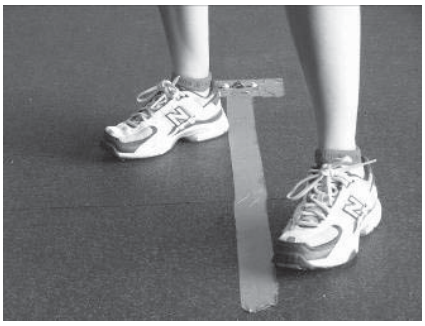
4. Tell the client to drop their butt down, into a semi-crouch. The best self-defense relies on good balance and a strong core. If the butt is down, all is good.

5. Use the client's shoulders as a guide. The heel of the front (left) leg should be just outside the edge of the left shoulder. The toe of the back leg should be just outside the edge of the shoulder. That way, the feet and legs are supporting the weight of the body under the shoulders.

6. The client should be on the balls of their feet, not the toes, not the heels. They should not be bouncing. Do less!

7. Check foot position with the duct tape. The right heel should be to the right of the duct tape line (not on it, but just to the right). The left toe should be on the left side of the duct tape line. You don't want the feet to be on the line, like a balancing beam. You also don't want the feet to be crossed. Both of these situations are unstable and bad for balancing in the ring. The position shown in

the photos below is acceptable.



8. The hips should be parallel to the floor. Often female clients favor a particular side of the hips, or jut their hips out.

9. Make sure the back is straight. No slouching. Notice in the photo below how the shoulders, hips and feet are all parallel to the floor.

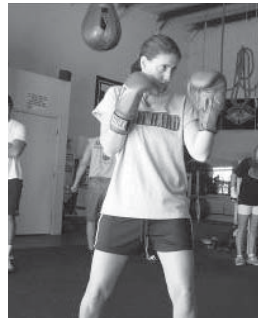
10. Have the client suck in their belly for more abdominal work.

11. Now we shift to the arms. Have the client raise both hands, and get the elbows in to the body. Elbows can never be in enough! I repeat: It is not humanly possible to get the elbows in enough. If the elbows are out, the hands are down, and the boxer is vulnerable. Also, if the elbows are out, the boxer has to throw punches with their arms, and loses all of their power (as certain popular fitness tapes unfortunately teach). Elbows should be touching the side of the body.

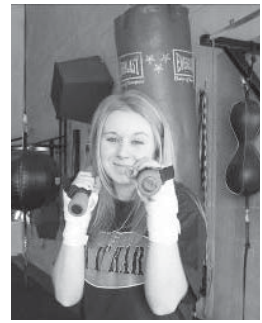
12. The right arm is the easiest. Make sure the right elbow is in on the ribs. Did I mention that elbows can't be in enough? Then, have the client put their right thumb on their cheek. The hand should be resting between the chin and the cheek. That's it. Your client has been drinking and eating with the right hand their whole life. Let it rest right there on the face, doing nothing for now.

13. The left arm is a bit more challenging. The left elbow should be in, but out from the body a bit, over the left thigh and the knee. The left hand should be

under the left eye and out in front about 12 inches from the face. The left hand should not extend over or past the left knee (or else your client loses their balance and power). The left wrist should be firm and straight, not bent. The left hand is essentially the "scope", sighting the opponent.



14. (When client is not in gloves and hands are wrapped): Once both hands are up, adjust the hands even further by using 1 pound weights or a cardboard toilet roll, one in each hand. Both rolls should be parallel, and both hands should be at "12 o'clock" (with the knuckles and first joint of fingers facing ceiling). Your client should be able to see over his/her left hand to the opponent. The right hand should be pointing in the same direction. By using the hand weights or toilet roll, you can make sure that both hands are parallel and in good position.



15. The chin should be down, in line with the spine. The chin is always down. You can tell your clients that the chin's position is like the lid on a bottle of carbonated soda. As long as the lid is on the soda, the fizz stays in the soda, and it is good. If the lid is off, or loose, the soda loses its fizz. The chin is like the lid. If your client lifts up his/her chin, his/her body loses its fizz. That's because when the chin lifts up, the whole body follows. The elbows come out. The butt lifts up. The arms go out. The person loses all of their power and balance. Keep the chin down and the lid on the soda.

16. Make sure your client is relaxed. He/she should not be making a fist, as this wastes energy. They should be relaxed and loose. Do less, achieve more!

You will come back to the stance again and again, with every punch and combination. Keep reminding your clients to keep a proper stance.

Footwork: The Boxing Two-Step (Baby Steps)

Before teaching punches, you should teach your client how to move around in the "ring." Footwork is essential in boxing. The boxing "two-step" is a fundamental principle that every Boxing Fitness trainer should be able to teach.

First, get your client back into their stance. Check to be sure:

- Feet are on either side of the duct tape line.
- The client is sideways (fencing stance)
- The butt is down (semi-crouch position).
- The spine is straight (no slouching), as if the head were on a stick that goes straight into the ground.
- Elbows are in.
- Hands are up and in proper position (12 o'clock).
- Chin is down, in line with the spine.

The rules of moving in the ring are simple:

1. Whichever direction you move, the foot nearest to that direction ALWAYS moves first. If you move left, the left foot moves first. If you move right, the right foot moves first. If you move forward, the forward foot moves first. If you move back, the back foot moves first. Always move with two steps (baby steps).

2. Stay on the balls of your feet, without bouncing or hopping.

3. Take baby steps. No giant steps.

4. Move two times. First move the foot that is closest to the direction you are moving. Then move the other foot.

5. Always return to the stance for balance. If you don't have your balance, you are extremely vulnerable.

6. Make it like a methodical march, like a robot.

7. Don't let your client: bounce or dance around in the ring; cross his/her feet; or have their feet be in line like on a balance beam.

8. If your opponent moves forward, you move back. If your opponent moves left, you move left. If your opponent moves right, you move right. If you opponent moves back, you move forward.

To move forward: The left (front) foot moves up, the right foot moves up, return to the proper stance.

To move back: The right (back) foot moves back, the left foot moves back,

return to the stance.

To move left: The left foot moves left, the right foot moves left, return to the stance.
To move right: The right foot moves right, the left foot moves right, return to the stance.
You can do a simple exercise with your clients to practice and teach footwork:

1. Stand across from your client. Make sure your client's stance is correct.

2. Instruct the client that you will move in a certain direction, and you want him/her to match your move.

3. Move back. Make sure your client moves forward with his/her front foot, then with the back foot, and returns to stance. No bouncing or hopping. Methodical baby steps.

4. Move forward. Make sure your client moves back with his/her back foot, then with the front foot, and returns to stance.

5. Move left. Make sure your client moves left with left foot, left with right foot, then returns to stance.

6. Move right. Make sure your client moves right with right foot, right with left foot, and returns to stance for balance.

7. Mix it up by taking steps in a variety of different directions and ensuring that your client follows you with correct footwork and baby steps.

8. Move all the way right.

9. Move all the way left.

10. Move all the way forward.

11. Move all the way back.

12. Mix it up some more.

Part II: Basic Moves

Punch Secrets

Once you have taught the stance and basic ring movement, you can begin to teach punches. Before getting into specific punches, please teach your client about the source of true punching effectiveness.

Most people think that a good punch comes from the arms, that you "throw" a punch with the hands. This is a huge misconception.

Therefore, I've banished the phrase "throw a punch" from my gym. You should, too.

You don't throw a punch. You drive a punch. You drive it with your body, not your arms.

A punch gets its strength from 4 pivot points and a fifth little secret I'll share in a minute.

The 4 pivot points are:

- The toe.
- The knee.
- The hip.
- The shoulder.

Your clients should bring these 4 pivot points to their center (the chin/spine) whenever they drive a punch. If they don't pivot to center, go too far past center, or lean, they lose their balance and power. They can also hurt their back.

If you can teach your clients to drive a punch by turning those 4 pivot points at the right time, you will show them how to drive a punch with power. You will also show them how to do less to get more, by conserving energy while getting the most out of their punch.

As you go through each punch in the pages that follow, pay careful attention to instructions about how to use these pivot points to get maximum power for minimal effort.

The fifth secret isn't really a pivot point, but adds to power and further conserves energy. There are two parts to this secret:

1. Never make a fist until the moment of impact. Boxers keep their hands relaxed when they are in their stances. They only clench when they are about to make contact.

2. By turning the hand by 90 degrees at the moment of impact (from 12 o'clock to 9 o'clock or 3 o'clock), you can significantly increase the impact of your punch. There is a famous clip of Mohammed Ali knocking out Sonny Liston. You can see Ali turn his hand 90 degrees just at the moment of impact (along with his toe and other pivot points), and then Sonny falls. In the photos below, you can see the rotation.

Practicing Punches

There are four basic ways to practice punches, and any or all are sufficient. The bottom line is that you and your clients don't need lots of equipment to have a great workout.

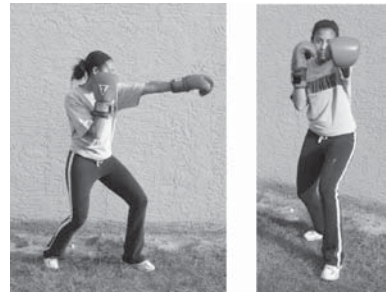
- Shadow boxing. Here, the client punches in front of a mirror, as if their image were the opponent. If you don't have a mirror, the client can punch in front of you.

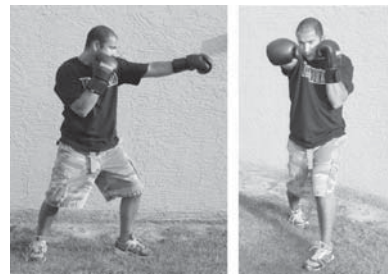
- Focus mitts. Focus mitts give the client the experience of hitting a target.

- Heavy bags. You can hold the heavy bag while the client works out with the punches and combinations you call out.

- Special pads and equipment. You can purchase all sorts of pads that you can hold or wear (e.g. large circular pads, and cushioning you wear on your abdomen) to add variety to your workouts.

The Jab





The jab is the first punch to teach your clients. Here is how to teach it:

1. Get your client in their stance, holding hand weights or rolls. Hands should be relaxed. They should NOT be making a fist. Check to be sure hands are at "12 o'clock" (knuckles pointing up). Also make sure the butt is down.

2. Shoot the left elbow straight out from the hip. As the hand is about to strike, it clenches and turns from 12 o'clock to 3 o'clock at the end of the punch. In other words, the thumb rotates 90 degrees to the right. The top two knuckles should be centered with the chin in a line. That way, your client won't be leaning to the left or right or "shoot over the chin."

3. The chin remains down, in line with the target.

4. Make sure the client uses the four pivot points. Drive with the hip. Turn the left knee in. Pivot the shoulder so it touches the chin (Don't move the chin to the shoulder, because the chin always stays down and in the center!). Turn the toe at the last second (while the hand turns), like putting out a cigarette or crushing a peanut.

5. The client should not be leaning forward (as in the photo below and to the left, which is HOW NOT TO DO IT). The left elbow should never extend beyond the knee, and should really be over the thigh. The chin should remain in a line with the spine, all the way down to the butt. Have the client imagine that their head is on a stick that extends down the spine and out the butt.

No leaning forward!

Notice in the photo on the right how "chin is on a stick" and elbow is still over thigh.

6. Bring the left elbow back and return to the stance. Think of the elbows as sitting in a hip pocket, like guns that go in a holster. Tell the client to "bring their jab back where they got it, back to their hip pocket."

Here are other key things to watch out for again and again:

- The chin is down and in line with the spine.
- Drop and drive. The client should drop down on their butt and drive. No leaning forward or to one side.
- The left hand and toe work together, both turning at the same time.
- Use all four pivot points to get maximum power
- "Point the toe where you throw." In other words, point the toe at the target to help direct the power of the punch.
- Bring the shoulder to the chin, not the chin to the shoulder.
- Bring the punch back "where you got it" and return to the stance.
- Check the breathing. They should be exhaling out their mouth with the punch, and inhaling when coming back to stance.

This form is ALL wrong:
1. Chin is up, not down.
2. Arm is doing all the work.
3. Right hand is down.

Here, client is leaning forward. The elbow should NEVER go past the thigh. The head should be "on a stick."

Once your client learns the basic jab, you can add a step. Stepping with the jab gives a boxer an extra foot or so of range, and more power. Now the jab can

become the client's front line, the way to get in and out of range.
Here is how to teach the jab with step:

1. Make sure the client's stance is right. Elbow over thigh, hand under eye. Their chin is aligned with the focus mitt (if you are using mitts) or with the target.

2. When they drive the jab, they now step out with the left foot, pushing off the ball of the right foot. The arm and leg go out together. By stepping, the client gets in range.

3. Everything else stays the same as above. They still drive with the hip, turn the toe, and turn the hand over. All pivot points turn to the center, and the core remains centered. The elbow is still over the thigh. The butt is down. The hand goes out in a straight line, "from point A to point B."

4. The client brings back the arm and the leg together. The arm and leg go out together, and they come back together. Now the client is back out of range.

5. Bring the elbow back in and return to the stance. After every move, the client goes back to stance for balance.

Now that your client knows the jab, you can have him/her do some shadow boxing in front of a mirror. That way, he/she can see their form and improve, with your help. Here are some exercises you can have them do during one or more rounds to get the hand of the jab (you can also do these with focus mitts or on heavy bags):

1. Jab and step. Do 15 jabs. Jab with a step, and then return to stance ("Put it back where you got it"). Repeat slowly, 15 times (or for 15 seconds if you are using a timer).

2. Take it low for 15 jabs (or seconds). Have the client drop their butt, and jab/step. This exercise is similar to the lunge, but with a punch. Make sure they drop their butt, the chin remains in line with the spine, the elbow is over the thigh, and that they don't lean forward or to the side. In the ring, a jab like this would hit the opponent's ribs or side. (If you are using focus mitts, you put the "palm" of the

mitt on your ribs and tell the client to punch out slowly to the back of the mitt.)
3. Do 2 jabs up high (standard jab with step), and 2 jabs down low. 10 – 15 repetitions or 15 seconds.

4. Do 3 jabs up high and 3 jabs down low. 10 repetitions or 15 seconds.

5. Jab and step forward to end of room. 15 seconds or until end of room is reached.

6. Do 15 seconds to the head, focusing on technique and returning to the stance after each punch; then do 15 seconds to the body, going back to the stance after each punch. Go for a full round.

7. Go Southpaw. Reverse it all and do the same exercises. This is good for fitness training because it works both sides – even if it is not usual in the boxing world.

The Right Hand "Power Punch"

The jab keeps the opponent at range, and also opens up opportunities.
The right hand is the power punch.

Most people throw a poor right hand. They throw with all arm, and lean forward to bring their head right into the opponent's power.

Here is how you teach a proper right hand punch:

1. Start in the stance. Check to be sure the hands are up, the butt is down, and the elbows are in. Hands start at 12 o'clock. Elbows can never be in enough.

2. Make sure the chin is between the hands, and down. The chin should line up with the focus mitt point (if you are using mitts) or the target (e.g. your chin, or their chin if they are shadow boxing in the mirror). Have the client imagine that his/her head is on a stick that goes all the way down the spine, out the butt, and into the floor. They should not move forward with their body!

3. The key to the right is driving with the pivot points instead of throwing with the arm. This isn't baseball, it is boxing. The client should drop the butt down, drive with the hip, turn the shoulder in, turn the knee in, and turn the toe in (like putting out a cigarette). All the while, the chin should remain focused on the target, without the head or upper body moving forward. Drop and drive.

4. Elbows never go past the hips. That is, don't lean forward past the hips.

5. As the right toe turns, the right fist also turns. It turns 90 degrees to the left, so that the thumb moves to the inside left.

6. If done correctly, the left hand will naturally move towards the face.

7. Bring the right back and get back to the stance. Hands are back at 12 o'clock.

Notice how the client has her chin down, and how her head and spine are in line and are perpendicular to the floor. She has just driven this punch with her 4 pivot points (shoulder, hips, knees, toes). You can see how her back (right) toe has pivoted, giving extra power to the punch.

Check to make sure that the following doesn't happen:

- The client lifts his or her chin.
- The client straightens the right leg (instead of staying down).
- The body is leaning forward over the knee (a sure way to expose the head to a nasty punch from the opponent).

No leaning forward! The head should be "on a stick" and the chin in line with the spine. Otherwise, you lose your power – and also bring your head right into the opponent's power punch.

Here, the client is standing straight up, with chin up, and she is throwing the punch with her arms. Instead, "drop and drive."

The right hand is hard to learn initially. It is also a great workout for the legs, abdominals and hips – because it comes from the core.

You can do the following exercises with your client, in the mirror, with focus mitts, or on bags:

• A round of rights to the height of the head.

• A round of low rights to the body. Here, the client needs to drop low and drive, and then come back to their stance. The faster they take the punch back, the faster they can get back into their stance and be ready. Notice the good form in the photo below: chin down and in line with spine, butt down, driving with pivot points, fist at 9 o'clock.

• Alternate high and low rights. You can do one and than the other, or do 15 seconds of high rights and 15 seconds of low rights for a full round. "15 seconds to the body, 15 seconds to the head."

• Do a set of Southpaw "rights" (but with the left hand).

• Double rights with a coil (best for focus mitts). Here, the client throws a right and brings it back as fast as possible. You, the trainer, throw a light punch to the client's left shoulder, or simply tap the shoulder. The client "coils" into to the punch slightly, breaking the left hip so that the torso turns to the right. This coils him/her and prepares him/her to throw an even more powerful right. Repeat.

How to Use the Focus Mitts (and the Punch Numbering System)

Focus mitts are a great part of a Boxing Fitness workout. They take some time to get used to, though. I encourage you to keep trying, and avoid frustration. Take it slow. At the same time, you can provide a great workout with shadow boxing (in front of a mirror, or with you as the target) or on heavy bags.

You should wrap your hands and put the focus mitts on.

Get in the proper boxing stance, both because it is good technique and so that you model proper stance to your client. Your right hip should be in line with

your client's right hip.

Your left mitt catches the client's left hand. Your right mitt catches the client's right hand.

The proper procedure follows:

1. Both you and the client start in the boxing stance.

2. The client will focus his/her chin on the dot on the mitt (the center point), since this is the target. With or without focus mitts, the client ALWAYS wants to focus his/her chin on the target.

3. Tell the client to hit the dot on the mitt you show, after you call a punch. Have them aim for the dot or below it, not over it (as this can injure you). Tell them to work on technique, not speed or power. Go slow.

4. Call the punch. Left side punches are odd numbered. Right side punches are even numbered. So if you want to call a jab, call "1". If you want to call a right, you would say, "2." If you want a combination jab and right, say "1-2." If you want ten straight punches, call "Give me 10" or "10 straight" or "1,2,3,4,5,6,7,8,9,10."

5. Make eye contact with the client to make sure they heard you and understood. Do this before moving to the next step.

6. Show the appropriate Mitt by turning your hip into it and bringing the mitt to center (where the client's chin is). If you call a left jab, turn your left hip and bring your left mitt to center.

Bring it about half way out or less (compared to a real punch), lining up the circle on the Mitt with the client's chin.

7. Regardless of the punch, have the client turn their four pivot points into the mitt, and keep their "head on a stick."

8. Do not swing or slap with your mitt. The client will come to you. Just bring your mitt out to center a little bit.

9. Do not pull your mitt away. Give the client something to hit. This is vital, as you can hurt the client if they over-extend their arm. That's why you want to go nice and slow to start. Put another way: AT THE END OF THE PUNCH, BE THERE!

10. Go back to stance and call another punch.

11. Keep their chin focused on the dots on the focus mitts. If you drop down the focus mitt, they should drop down.

12. For punches to the ribs ("body" or "low"), hold the mitt palm down on your ribs. The client lightly (focus on technique, not power!) hits the back of the mitt.

Now you can do some simple focus mitt drills, both orthodox and Southpaw styles for balance:

1. Jabs only for a round. Or, jab high 15 seconds on, rest 15 seconds.

2. Jab low for a round. Or, jab low 15 seconds on, rest 15 seconds.

3. Jab high 15 seconds, jab low 15 seconds.

4. Rights only for a round.

5. Right high 15 seconds, low 15 seconds.

6. Jab and then the right (the 1-2 combination).

7. 15 seconds of jabs, 15 seconds of rights. Repeat for the full round.

8. 15 seconds jabs, 15 seconds rights, 15 seconds of the 1-2 combination. Repeat for a full round.

9. 1,2,3,4 (jab, right, jab right). Here, be sure that the client doesn't just throw out their arms, but that they have great technique. They should drive a jab, return the jab, drive a right (and turn the toe), drive a jab, and drive the right again. Be sure they drive the punch with their core, and turn their pivot points.

10. 1,2,3,4,5,6. Same thing as above, but with 6 alternating punches.

11. 1,2,3,4,5,6,7,8. (Add two more punches to the above routine.)

12. 1,2,3,4,5,6,7,8,9,10. (Add two more punches to the above routine.)

13. Count back down to 8 straight, then 6 straight, then 4 straight, then 2 straight punches.

14. Double jabs.

15. Double rights.

16. Double jabs for 15 seconds, and then double rights for 15 seconds. Repeat for a full round.

Note that mitts can be a great workout for you, too, since you are basically mirroring your client.

The 1-2 Combination

Your clients should be pretty excited by this point. They have learned the stance, the left, and the right. Plus, they have learned the right way to throw these punches, which is often quite eye opening for people.

Now they can try the most basic but important combination: The 1-2. This is a beautiful combination because the jab opens up the opponent, and the power follows. More importantly, it challenges the client to remember good technique.

1. Start in the proper stance.

2. Throw the left jab to get in range in order to throw the power.

3. While the left elbow pulls back, the right goes out. As always, be sure that the client doesn't lean forward, drops his/her butt, turns the hip, turns the knee, turns the shoulder, and turns the toe. Also, the hand should turn 90 degrees to the left (12 o'clock to 9 o'clock).

4. Make sure that when one arm is out, the other arm is resting on the face, protecting it. When the left is out, the right hand should be resting between the cheek and the chin. When the right is out, the left should be resting on the face. Do not let your clients drop their hands, even if they are tired.

5. Get back in the stance.

Imagine the 1-2 combination – really any straight punch combination – to be like two trains going down the same tracks. The left goes down the track. Then the right comes down the track. These are two different punches, but they are on the same track – pointed right at the opponent's chin.

You can try the 1-2 at normal height, and then mix it up to the body (lower height).

Defense: The "Smiley Face" Duck

By this point, your client knows enough offense to try some defensive moves. The "smiley face" duck is a great place to start.

Most people duck punches with their back, by leaning forward at the waist. That is incorrect, and only causes one to lose their balance and step into the opponent's power.

With ducking as with everything else in boxing, less is more. Here is how to duck:

1. Get in proper stance. Make sure the head and chin are down, the elbows are in, and the hands are up. Check the feet to be sure they are in proper position. Most importantly, be sure that the face is in the center of the gloves, and stays that way.

2. Drop the butt down. Using the core – especially the hip – draw a "smiley face smile" in the air with the head. Your client should break down the hip and knee just a little bit, and drop the butt, causing his/her head to arc down and then up.

3. Do less. Make sure that your client never rotates his/her elbows past their belly button. Make sure he/she doesn't lean. And make sure his/her face stays in the middle of the hands (which stay up).

4. Never drop your head or hands down. DO drop the butt.

You can practice the duck in a few ways:

1. Have your client punch 1, then 2 (offense), and then duck (defense). You can do this with shadow boxing, or with mitts. With mitts, you catch the punches, and then swing your left arm out and over their head, like a really bad hook. They duck under your arm. Make sure that they duck INTO your punch, and not the other way around. Repeat.

2. Offense: 1, 2; Defense: Duck; Offense: 2. This is the same as above. However, you add a right punch after he/she ducks. This should be natural for your client, because he/she has just ducked into your left, and is now "coiled" to throw the right. (The next chapter will add a step to this routine).

3. Duck rope. Tie a long rope across the room. Have your client stand at one end of the rope, on the right side. He/she should duck under the rope, stepping left and slightly forward. Then he should duck under the rope again, stepping right and slightly forward. Continue until he/she reaches the end of the rope. Repeat. (You can also simulate this yourself by swinging your arm over him/her and having them duck and step while you move backwards. Rotate your arms so they duck left and right.)

The key to this (and, if you haven't noticed, just about every Boxing Fitness exercise) is moving from the core. Make sure the butt stays down, the hands are up, the elbows are in, and your client isn't leaning forward. The line from their head to their butt should stay straight, as if they had a vertical stick going through them and into the ground.

From Defense to Offense: The "Smiley Face" Duck and Step Out/Pivot

Now you can add some offense to the duck, by showing your client how to step out/pivot from a duck and strike.

Here is how it works:

1. Start with proper stance.

2. Let the client drive a couple of punches.

3. You swing your arm over the client's head, so that he/she ducks. If the last punch from the client was a right (#2), you swing your left arm over the client's head. Let's follow through with this example.

4. The client ducks, and steps out to the right, starting with his/her right foot, and then with his left foot. Make sure the client's butt is down, and that he/she is ducking and stepping with their core, without leaning forward or to the side.

5. The client should always move both feet. The second foot adjusts the stance and for proper range.

6. The client is in great position to throw a right, and does so.

You can also do this on the left side by starting with an odd number of punches. After the client throws the third punch (left jab), you swing your right arm over their head. They step with their left foot to the left, and follow with the right foot, pivoting if need be to get into position. They are now in position to throw a good straight left.

Exercises to practice this technique include:

1. Offense: 1,2; defense: duck and step; offense: 2. The client throws a left, right, ducks under and into your left arm while stepping out, and finishes with a right.

2. Offense: 1,2,3; defense: duck and step; offense: 1. The client throws a left, right, and left; ducks under and into your right arm while stepping out, and finishes with a left.

3. Offense: 1,2,3,4; defense: duck and step; offense: 2,3,4. The client throws a left, right, left, right; ducks under and into your left arm while stepping out, and drives a right, left, right. If the client is tired, make the first right after the duck hard (emphasizing it like the first musical note in a series), and the rest light but with good technique.

4. Offense: 1,2,3,4,5; defense: duck and step; offense: 1,2,3.

5. Keep going up to ten: 1,2,3,4,5,6,7,8,9,10, duck and step, 2,3,4,5,6,7,8,9,10.

6. Work back down to two again.

7. You can do the above as a series of rounds (for newer people), or add another punch every 15 seconds in a round.

Note: Winning boxers always throw the first and last punch. That's why you start with offense, then defend, and then end with a flurry.

Defense: The Windshield Wiper and Catching Punches

This chapter will help you understand, and show your clients, why it is so important to keep the elbows in, and to bring punches back quickly "where you got them."

Here is the basic windshield wiper technique to catch punches:

1. The client starts in proper stance. In this exercise, be absolutely sure the client has his/her face between his hands and elbows into the body. Elbows can never be in enough.

2. Instruct the client to lean to the left, and then lean to the right, like windshield wipers. Don't have them do too much. All they have to do is lean a little bit.

3. Now throw a slow, obvious hook with left your arm and focus mitt into the client's right side. Have them lean into the punch slowly, elbows in. Notice how their elbow protects them.

4. Repeat on the other side, having the client lean into the punch slowly, with elbows in.

Essentially, the head is the top of the windshield wiper. The core is the "motor." Work the core! Elbows can never be in enough, which also helps to make this exercise terrific for core training.

This drill becomes much more fun and interesting when the client throws punches and then has to get back into position to catch a punch. This is a good offense/defense drill:

1. Remind the client to bring back their punch where they got it, and to get their elbows back in. Explain the drill you are about to do, and go through it in slow motion to start.

2. Call out "1-2." Catch the two punches with your focus mitts (you can also do this with shadow boxing if you want).

3. As soon as the client drives the second punch, swing your left arm out and into their right side. Go slowly. If the client does it right, their elbows will be in

and the will lean into your "punch," catching it with their elbow/biceps. Make sure they don't drop their hands or flinch."

4. Call: "1,2,3." This time, as soon as the client drives the third punch (a straight left), swing your right out and into their left side. Again, if the client does it right, their left elbow will be in and they will lean into your "punch," catching it with their elbow.

5. Keep adding a punch: 1,2,3,4; then 1,2,3,4,5; all the way up to 10. Then go back down.

There are three four lessons to teach your client with this drill:

1. Always come back to the stance, with the hands up and elbows in. When you are tired, you especially want to come back to the stance, so you can catch punches.

2. Lean into (to side), not away from punches.

3. Do less. A simple windshield wiper move to one side, not more than 6 inches, can effectively catch a punch.

4. Never reach with the elbows. Keep the elbows in. Elbows can never be in enough.

Infighting: The Upper Cut

The upper cut, along with the hooks, are the punches to throw while "infighting," or when the opponent is close. The jabs and the straight right are the punches to throw while fighting "at range," or apart.

The upper cut is the third punch to teach.

It is an excellent punch to teach along with the windshield exercises, as you will soon see.

Here is how to do and teach a successful upper cut, starting with the right side:

1. Get in proper stance for balance.

2. Drop the butt, and bring the right elbow to the rib without leaning over (as you do in the windshield wiper exercise). Keep the chin "on a stick" and the left hand up.

3. Drive up from the hip with the elbow. Turn the right hand up, with the knuckle facing out. Turn the right toe in to the center. Pivot the knee, toe, and shoulder.

4. Drive the punch right up through the opponent's nose. The fist and arm should go no higher than that, or the fighter will be out of position.

5. Get back into the stance.

The upper cut is a short, compact, explosive movement. It is critical to drive it starting low. The lower you are the better off you are. In football, to tackle somebody you want to be lower than your opponent. The same is true with the upper cut.

Also, remember that you are throwing the upper cut because your opponent is coming to you. They are right there, in range. So drive up, and let your punch connect without chasing them or doing too much.

Finally, make sure that your client is not throwing with all arm, like a "bolo" punch that starts way back and comes way up. Keep the elbows in, and drive the punch up from the hips.

This upper cut is wrong. It is all arm. She is standing straight up. Elbows should not move out or back, as if you were shoveling. Drive with the pivot points, (hips, shoulder, knees and toe). Stay low and explode up.

Now you can go back to the windshield wiper drill to practice the upper cut:

1. They throw a 1,2, and catch your punch to their right side (via the "windshield wiper"). They lean in, and drive an upper cut into your mitt (for the upper cut, hold your mitt with the palm/circle facing down, about 12 inches from their face. Get down with them, as the mitt is always at chin level). Then have them get back to stance.

2. Do the same thing, but on the left side. Offense:1,2,3; defense: catch; offense: left upper cut.

3. Repeat up to 10 and back down (choose the right number based on your client's fitness).

Infighting: The Left Hook

The left hook is the fourth punch to teach, after the jab, straight right and upper cut. It follows naturally from the straight right and from the right upper cut, because the "fighter" has now shifted his/her weight and is coiled to throw a powerful left hook.

Most people throw the left hook completely wrong – with all arm.

This is the correct way to throw, and teach, the hook:

1. The client throws a straight right. That way, their weight is already distributed on the left side of their body. Make sure that their elbow is over their thigh, and that they have dropped and driven the punch.

2. They bring the right hand back, so that their right elbow comes back to the hip and the right hand is back resting on the face. You can say, "Bring the right back to the hip pocket," or "Train Two comes back."

3. As they bring back the right hand, instruct them to pivot the left toe, knee, hip, and shoulder towards center. The left elbow comes up so that the elbow and forearm are parallel to the floor. The elbow is "on a shelf." The left toe should be pointing in (turn the toe where you throw), so that it causes the body to pivot.

Notice how her elbow is "on a shelf." The arm doesn't do the work. The core does the work. The hips, shoulders, knee and (in this case) left toe all pivot to center to drive the hook to the target. By putting the elbow on a shelf, the punch drives with power. Notice also how her fist stops at the center/chin.

4. The left fist drives across the body, but never past the center of the chin. Otherwise, your client will lean and lose their balance.

5. Have them go back to stance. Always go back to stance, with butt down, ready for offense and defense.

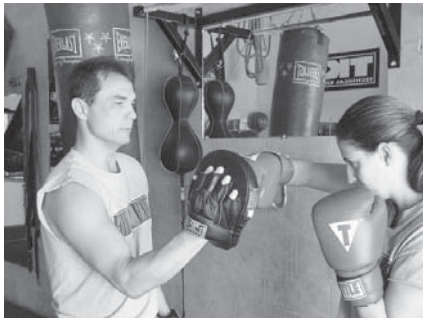
Notice how compact and simple this motion is. The arm doesn't do the work. The left elbow simply comes up "on a shelf." The 4 pivot points do the work, driving the punch.

As the trainer, it is important for you to know how to catch a left hook with your mitt. Essentially you throw each punch with the client, stopping half way for them to meet you. So:

1. Meet their right with your right mitt, half way.

2. Take your right mitt back.

3. Move your left mitt half way out, pointing it so that the circle on the palm is facing to the right. Your mitt should be about 12 inches from the client's face, since this is close range fighting.



4. Catch the punch.

5. Go back to stance.

What about the right hook? In "real" boxing, the right hook is a bit different. However, for Boxing Fitness, you can and should also teach the right hook to even things out. The right hook is thrown the same way as the left. Be sure the chin is down, and the pivot points turn to the center.

Now you can call some exercises for your clients to incorporate the hook:

1. Call: 1,2, Left Hook (3). Repeat for 15-30 seconds.

2. Call: 1,2, Left Hook (3), Right Hook (4). Repeat for 15-30 seconds.

3. Step to the left, Left Hook (3). Step to the right, Right Hook (4). Repeat for 15-30 seconds.

Putting It All Together with the 4 Punch Drill and Focus Mitts

The 4 Punch Drill is one of the best drills you can do. It puts all of the four punches together.

When you first start out, go slow and steady. Work to get into a rhythm.

Here is how it works:

1. Call: 1,2,3,4. Your client throws a straight left, straight right, straight left, straight right.

2. Swing at them with your left arm, into their side. Have them catch your punch with their elbow, leaning into it (per the Windshield Wiper exercise).

3. Call right upper cut and set your mitt up as a target. They drive a right upper cut, which you catch.

4. Call left hook and set your mitt up as a target. They drive a left hook, which you catch.

5. Call right, left. They drive a right and then a left.

6. Swing your right arm into their left side, so that they catch your "punch" with their left elbow.

7. Call left upper cut.

8. Call right cross (or right hook).

9. Call left, right.

10. They catch the right.

11. Repeat for a full round.

Remember to take it slow. Make sure your client is using good technique, and coming back to stance after each punch. Make sure their chin is down (and that your chin lines up with theirs, to focus them).

Summary and alternative way of saying it:

Offense: 1,2; defense: windshield (catch with their right side); offense: right uppercut and left hook; Back to range: right. Repeat on other side by adding a punch (1,2,3).

Defense: The Parry

Your clients will wonder how to block punches that come at their face. The answer is: The Parry.

You may be amazed at how little you have to do to block a punch to the face.

1. The client starts in proper stance. Remind them to keep their hands open, and not make a fist. You can do much more with an open hand than a closed fist.

2. Start with the left side. Instruct the client to turn their thumb to the center, as if they were catching a line drive with their left hand. That's it! No flinching, no reaching. They literally just turn their thumb to center. Nothing else. The thumb turns to center.

3. Then, after parrying the punch, they return to stance. The thumb and hand position returns to the regular "12 o'clock" position.

The right side is similar:

1. The client starts in proper stance. Remind them to keep their hands open, and not make a fist. You can do much more with an open hand than a closed fist (as Bruce Lee taught).

2. Instruct the client to turn their thumb from their cheek down to their chin, so that the right palm is ready to catch a ball. It is as if the thumb were on a rail

from the cheek to the chin. That's it! No flinching, no reaching. They literally just turn their thumb and thus their open hand. Nothing else.

3. Then, after parrying the punch, they return the thumb from chin back to cheek, per the normal stance.

Once your client has practiced parrying with shadow boxing, you can throw a few simple punches their way for them to parry.

Basic drill:

1. Get in proper stance. Instruct the client that they should parry anything coming from their right side with their right hand, and anything coming from their left side with the left.

2. Have the client throw a left jab and "put it back."

3. You (trainer) now throw a slow right to the client's chin. Since this is coming from the left side from the client's point of view, he/she should parry with their left hand. Make sure that they turn their thumb in to expose their palm, parry the punch with no extra motion or flinching/reaching, and put the left hand back to proper stance position.

4. Now have the client throw a right, and "put it back where they got it."

5. You (trainer) throw your left. The client should catch it with their right hand, simply by rotating the thumb from the cheek to the chin, and then back to the cheek.

PLEASE don't do too much in this drill. The movement is literally a turn of the hand. You are catching a punch just like you would let a line drive come into your baseball glove. There is no reaching, no flinching, no extra motion. After all, the punch is coming to the person. Why do more and waste energy?

The ideal drill for parrying follows:

1. Offense: Client throws a right.

2. Defense: Trainer throws a left to client's right, which client parries.

3. Defense. Repeat same thing, to get in groove. Trainer throws a left to client's right, which client parries.

4. Offense: Client throws a right.

5. Repeat with left side.

6. During this drill, be sure that the client is dropping and driving with their punches, and returning to stance. Take it slow. Make sure technique is solid.

Put another way:

• Offense: Step up with the jab (client throws).

• Defense: Step back and parry the jab (trainer throws).

Part III: Drills, Closing the Workout, and Nutrition

Twenty-Ones

Twenty-ones are a good drill for endurance and technique. You can do this drill with mirrors, mitts, or on bags.

Essentially, you start with 3 punches, then 6, then 9, then 12, then 15, then 18, and then 21. Then you work your way back down again. Every 15 seconds you add three more punches. Each set starts with the left jab. For sets ending in an odd number, the client steps left and starts again with the jab. For sets ending in an odd number, the client steps right after the first group of punches, and then starts with the right (this will become clearer below).

Make sure that as your client does this drill, they keep good form, turning their pivot points. There is a tendency in drills like this for the client to get tired, and start throwing with only their arms. Bring them back to proper form, even if

it means that they slow down and don't throw with power or speed. Technique provides the workout!

Use it, put it back!

Throw your punches in bunches!

1. Start in proper stance.

2. 15 seconds: 1,2,3 (straight left, straight right, straight left); step left; repeat 1,2,3; step left; repeat 1,2,3; step left…

3. 15 seconds: 1,2,3,4,5,6 (straight left, right, left, right, left, right); step right; 2,3,4,5,6 (Start with the right as they have stepped right to expose their power); step right; repeat 2,3,4,5,6; step right; repeat….

4. 15 seconds: 1,2,3,4,5,6,7,8,9; step left; repeat….

5. 15 seconds: 1,2,3,4,5,6,7,8,9,10,11,12; step right; 2,3,4,5,6,7,8,9,10,11,12; step right; 2,3,4,5,6,7,8,9,10,11,12; step right; repeat….

6. 15 seconds: 1,2,3….15; step left; repeat; step left; repeat…

7. 15 seconds: 1,2,3,….18; step right; 2,3,4,5…18; step right; repeat (if time)

8. 15 seconds: 1,2,3,4,…21; step left.

9. Go back down, starting at 21, to 18, to 15, to 12, to 9, to 6, to 3.

10. Take a round off.

Over/Unders

Now that your client knows the upper cut and hook, you can mix them up for a great workout. This drill works best on a heavy bag, especially if you hold the bag for them, using your arms as the boundary for "over" (hooks, which go over your arms) and "unders" (upper cuts, which go below your arms).

1. Start in proper stance now and after every punch.

2. 15 seconds: Client drives right upper cut, goes back to stance, and drives right hook.

3. 15 seconds: Client drives left upper cut, goes back to stance, and drives left hook.

4. 15 seconds: Client steps to left and throws left hook. Client steps to right and throws right hook.

5. 15 seconds: Client drives right upper cut ("under"), goes back to stance, drives left upper cut ("under"), goes back to stance, drives left hook ("over"), back to stance, drives right hook ("over").

6. 15 seconds: Client drives right upper cut, goes back to stance, drives right hook, goes back to stance, drives left upper cut, goes back to stance, drives left hook, goes back to stance.

Make sure the elbows NEVER go past the hips. This is not like running or shoveling.

The Absolutely Brutal 600 Punch Drill

The 600 punch drill is a great drill for working on leg and upper body strength, along with endurance. Credit for this drill goes to Sgt. Jeff Ryan, a fitness trainer and former Marine who offers a fantastic boot camp-style workout.

Do it with your client, if you dare.

Both of you hold hand weights.

Get in proper stance.

Together, at a slow pace, do 100 jabs with steps. Jab and step, and go back to stance. Jab and step, and go back to stance….Stop at 50 to check stance and take a quick breather (in stance).

Next, get into the Southpaw stance (right leg in front). Do 100 right jabs, the same way.

Next, do 100 power lefts, remaining in Southpaw stance.

Next, switch back to orthodox stance. Do 100 power rights.

Finally, do 100 1-2 combinations.

All the way through, encourage the client to keep going, and to keep their arms up. If their arms are tiring, check to be sure their stance is correct and that they are feeling the workout in their legs.

If they are too tired, have them drop their hand weights and do the exercise with bare hands. Proper technique is what is important – more important than holding the weights.

Stepping to the Left and Right

A good drill is to incorporate the left and right steps with the jab and right. When the client steps left or right with the first foot, they use the second foot to pivot and adjust.

Jabs only:

1. Start in proper stance for balance.
2. 15 seconds: Client steps left (with left foot, then with right to pivot and adjust range, using baby step) while jabbing. Come back to stance after each punch.
3. 15 seconds: Client steps left (pivoting and adjusting range) and double jabs. Come back to stance after each flurry.
4. 15 seconds: Client steps left (pivoting and adjusting) and triple jabs.
5. 15 seconds: Client steps left with 4 jabs.
6. 15 seconds: Client steps left with 3 jabs.
7. 15 seconds: Client steps left with 2 jabs.
8. 15 seconds: Client steps left with single jab.
9. Always come back to stance at the end of each set of punches.

Right only:

1. Start in proper stance for balance.
2. 15 seconds: Client steps right (with right foot, then with left to pivot and adjust range, using baby steps) then drops and drives with right. Back to stance.
3. 15 seconds: Client steps right (pivot and adjust range) and drives with two rights. Back to stance after each flurry.
4. 15 seconds: Three rights with right step (pivot and adjust range). Back to

stance after each flurry.
5. 15 seconds: Four rights with right step.
6. 15 seconds: Three rights with right step.
7. 15 seconds: Two rights with right step.
8. 15 seconds: One right with right step.
9. Always come back to stance at the end of each flurry of punches.

Alternating Jab and Right:

1. Start in proper stance.
2. 15 seconds: Step left and jab.
3. 15 seconds: Step right and drive with right.
4. Keep alternating left and right, adding one more punch each time and then going back down.

Alternating Left and Right Hook:

Same thing as alternating jab and right, except client drives with left and then with right hook. Step to left, drive with left hook. Step to right, drive with right hook.

The Coil

The coil is an excellent fitness drill. We have already introduced it before, but it deserves its own chapter.

"Coiling" is a motion in which your client pivots their core to center, so that one elbow shifts to center. The coil is good for defense, and for setting up a power punch.

The key is that the client's elbow NEVER turns past center. It is as if he/she had a piece of Plexiglas going through their center from the chin to the belly button, and could never cross over past this center boundary.

Here is how it works:
1. Client is in proper stance, with butt down and elbows in.

2. Trainer throws his/her left mitt across to the client's left shoulder.

3. The client coils INTO the punch, shifting the left side to center. To do this properly, the client needs to: break down their hip, keep the arms still, and move the hip/core. The elbow still remains over the client's left thigh. "Turn the hips into the mitt."

4. The client is now ready to throw a power right.

5. Repeat on both sides.

The coil drill works like this:

1. Client throws 1,2,3,4

2. Trainer throws left mitt to left shoulder and client coils by pivoting left side into center.

3. Client explodes with a hard right (#2), then 3,4,5.

4. Trainer throws right mitt to right shoulder, and client coils into punch by pivoting right side into center.

5. Client explodes with hard left, then 2,3,4.

6. Repeat for the round.

Sixty-Fours

Sixty-fours are a good drill for endurance and strength. Also, flurries of punches win fights, and this exercise is great training for throwing flurries.

Start with jabs:

1. Client throws four jabs. Back to stance.

2. Client throws eight jabs. Back to stance.

3. Client throws 16 jabs. Back to stance.

4. Client throws 32 jabs. Back to stance.

5. Client throws 64 jabs. Rest.

Repeat with straight rights.

Lovin' and Touchin'

The Lovin' and Touchin' drill is a great one to end the punching part of the workout.

It works with mitts, shadow boxing, and bags.

1. Start in proper stance for balance.

2. 15 seconds: Client shoots straight lefts and rights, giving it all they have, but with good technique. Their pivot points should be turning, and they should keep coming back to stance. Be sure they don't start flailing with their arms. Technique is essential. If you are using mitts, be sure that the client's chin stays down and aligned on focus points. If you are not using mitts, be sure that the client's chin stays down and aligned with the target.

3. 15 seconds: Client shifts to Lovin' and Touchin'. They move in slow motion, focusing on technique, resting. Make sure they are breathing in through the nose and out through the mouth.

4. Repeat every 15 seconds, alternating between full out and Lovin'/Touchin'.

5. Go two minutes straight!

6. Take a round off if needed.

Closing out the Workout

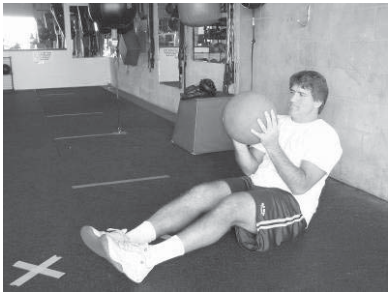
The final 15-20 minutes of the workout can use your own training material, or use the exercises that follow:

Abdominals with the medicine ball

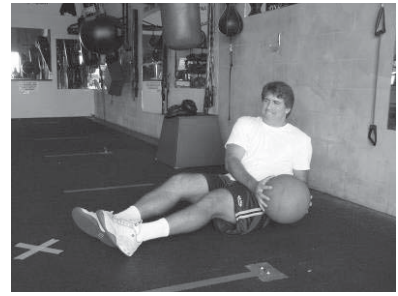
The old-fashioned medicine ball is making a terrific comeback as a great exercise tool. In classes, you can pair participants up with a medicine ball. In one-on-one sessions, you partner up with your client.
Here is a sample routine (you can mix and match any of these segments):

1. Client sits on floor, feet together, knees together, elbows in, hands up.

2. 15 seconds: Trainer throws the medicine ball at the client's chest. Client catches the ball while moving back and inhaling. Keep the elbows in. Client keeps elbows in and throws the ball back.



3. 15 seconds: Same thing, but after catching the ball, client keeps elbows in and turns to left, touching ball to the ground. Make sure they use their core to turn, by keeping elbows in. You can't keep your elbows in enough!



4. 15 seconds: Same thing to right side.

5. 15 seconds: Same thing to both sides.

6. 15 seconds: Throw the ball just over client's head. Client keeps elbows in, leans back with arms behind head, and then launches it back.

7. 15 seconds: Straight on again. Repeat above sequence until round ends.

You can do this same series with your client sitting on a sit-up bench.

Another exercise with the medicine ball follows:

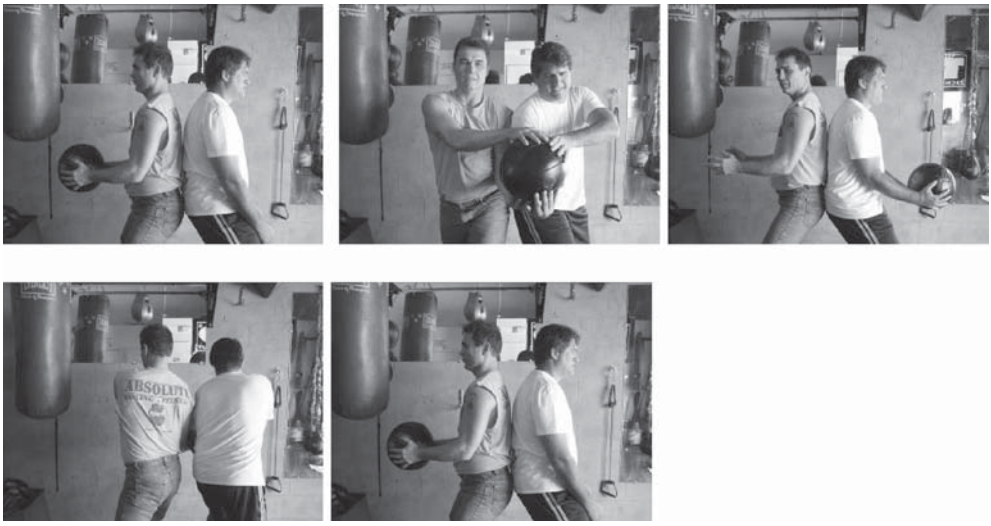
1. Client and trainer (or partner) stand back to back. One person holds the medicine ball.

2. 15 seconds: The trainer passes the client the medicine ball to the left. The client turns at their core to take the ball, without turning the head or leaning the upper body. They break down the hip and pivot, as if throwing a hook. The client pivots and passes the ball back to the client on the other side. Be sure that the ball is brought in front of the hips, with the elbows in.

3. 15 seconds: Switch direction.

4. Repeat for the round.

5. Make sure that the client is using legs and core, not arms and neck/head.



Push-ups with the Medicine Ball (Plyo-push-ups)

The following push-up sequence can be done resting on the medicine ball:

1. 15 seconds: Client puts both hands on medicine ball and gets into push up position. He/she can keep knees on the ground. Hands are shaped like triangle, and elbows are in. Do push ups.

2. 15 seconds: Client shifts left. Left hand is on floor. Right hand is on ball. Do push ups.

3. 15 seconds: Client shifts right. Right hand is on floor. Left is on ball. Do push ups. Chest does not go below ball, or you put too much pressure on the shoulders.

4. Repeat for full round.

Leaping with Medicine Ball

This exercise works best if you have a 1-2 foot high box or platform for the client to jump up to.

Client holds medicine ball with elbows in and hands up.

Client bends down at knees (not at waist) and springs up as high as possible (or onto the platform), raising arms up so that the ball extends up.

Client steps back down and repeats.

Go 15 seconds on, 15 seconds rest.

Wood Choppers

1. Hold medicine ball over head, with elbows in, spine straight.

2. Bring ball down to center, dropping butt, elbows still in, spine still straight. With this technique, the core gets a strong workout.

3. Repeat for 15 seconds or 5-10 reps.

4. Do the same on right side. Hold ball over head to right.

5. Bring ball down to inside or on left thigh. Do this by keeping elbows in, breaking down hips, and pivoting with hips and knees.

6. Repeat for 15 seconds or 5-10 reps.

7. Do the same thing on the other side.

Throughout this exercise, be sure that form is good. Focus on the core, not the arms. No leaning forward. Keep the elbows in as much as possible.

Lunges

Lunges are great for leg strength, so long as the client doesn't send their knee over their foot or lean forward.

I like my clients to do a round of lunges moving across the floor.

Sugar Rays

Sugar Rays are named after the famous boxer, who used to rest in the ring by moving side to side with his hands up and his elbows in. Your client stands sideways, with hands on face and elbows in. He/she shuffles left for 15 seconds, then turns around and shuffles the other way for 15 seconds, repeating this for a round.

Jump Rope

Even though the Boxing Fitness workout often starts with the jump rope as a warm up, it can also end with the jump rope. In this case, the jump rope is about endurance.

Have your client try to jump rope for 5 or 10 minutes straight.

Wind Sprints

One of the best ways to get in shape as a boxer is through wind sprints. That's how boxers withstand a flurry of punches, or throw a flurry, round after round.

1 Mile Run

Finally, if you are near a location that has some space for running, a 1-mile run can be a great way to close out a Boxing Fitness workout.

Nutrition, Weight Loss, and the Boxing Contract

Boxing Fitness offers some effective strategies to help your clients lose weight. That's because boxers sign contracts to get into shape, including the correct weight class, before a fight. If they don't succeed, they face serious consequences – fines, disqualification, and worse.

At the same time, boxers know how to get, and stay lean with proper eating and nutrition. Don't believe George Foreman when he says he eats only cheeseburgers while training.

This section therefore gives you a simple eating system to get your clients in shape, as well as a contract to help motivate them towards their goals. That way, your client signs a contract to meet their goal!

Of course, you want to be sure that your client is in good health before starting any new eating program. Also, don't let your clients set a goal to lose more than a pound a week.

A surefire five-point system for losing weight

There are hundreds of fad diets out there. But there are three fundamental reasons why people are gaining weight: They eat too much, they eat the wrong foods, and they move too little. Since Boxing Fitness addresses the third issue, let's focus on the eating part here.

Following is a five-point system that you can use with your clients:

First, portion sizes for most Americans have become ridiculous. Therefore, the Boxing Fitness eating system starts by reducing portion sizes. You can let your clients eat six meals a day. In fact, insist on it. However, each meal can be only the size of a coffee cup saucer (about 6 inches across, which is the width of the writing on this page). Your client can eat pretty much anything they want (one layer high) so long as it fits on the saucer.

Second, challenge your client to drink nothing but water. Research is beginning to show that diet sodas and drinks actually cause weight gain. And of course, sugary drinks are a waste of calories. Encourage your client to start each day with two glasses of water, since that will help cut their appetite and re-hydrate them for the day. Then have them drink six more, at least, throughout the day. Simply by switching to water (and decaffeinated coffee and tea), your client can take off lots of pounds.

Third, create a meal plan with your client so that each meal includes:

• One lean protein (chicken breast, turkey breast, lean ground turkey, fish, shellfish, top sirloin steak, buffalo, lean ham, egg whites, or low-fat cheese).

• One vegetable (broccoli, asparagus, lettuce, cauliflower, green beans, green peppers, spinach, tomato, Brussels sprouts, artichoke, cabbage, zucchini, cucumber).

• One complex starch or carbohydrate (sweet potato, yam, squash, pumpkin, steamed brown rice, whole wheat pasta, barley, beans, corn, strawberries, melon, orange).

• One or two servings of whole grain bread each day (a single slice is a serving). It's not realistic for most people to give up bread entirely.

If your client must have dessert, let them have a few chocolate chips after dinner.

Fourth, create a contract with your client. A good boxing contract specifies in detail what the boxer will do, and provides consequences if they don't. In this case, specify the weight the client will achieve, by when, how they will do it, and how they are fined if they don't (e.g. $10 to a charity for every pound not lost). A sample contract follows this chapter. I suggest that you propose a 4-5 pound weight loss in a month's time as the first contract, and keep renewing your contract each month.

Fifth, provide support – lots of support. Most people give up on their eating plans because they don't have someone to keep them on track. Design a system with your client where you check in every day with your client (and get paid accordingly). Ask what they are eating, and make sure it is part of a healthy plan. Check portion sizes. Confirm they have switched to water. Help them stay motivated. After all, you are acting like the manager of a professional fighter. You want to protect your investment! It is worth investing the time to support your clients, as they will rave about you to others.

Sample Boxing Fitness Contract

This contract, on this ____th day of the year _____, is between Boxing Trainer (YOUR NAME) and Boxer (CLIENT NAME).

Boxer is in a fight against his/her weight, with a scheduled bout on [DATE.]

By this date, Boxer agrees to drop from current weight of ____ to a weight of ____ losing ____ pounds.

Boxer will achieve this weight by:

• Boxing Fitness workouts three times each week.
• Eating six meals per day of saucer-sized portions, with only lean meats, vegetables, complex carbohydrates, and a serving of bread per day. A bowl of soup with lean meat and vegetables are also acceptable as a meal.
• Drinking water and decaffeinated tea/coffee.

Further, Boxer will:

Keep a journal of all foods eaten every day, and share that with Boxing Trainer. Be in touch with Boxing Trainer daily to discuss progress, obstacles, and results.

Boxer will also stop the following activities [INSERT CUSTOMIZED LINES HERE FOR YOUR CLIENT]:

• Drinking soft drinks
• Eating at fast food restaurants
• Eating bread served at restaurants before and during the meal
• Eating ice cream
• Eating candy (more than 6 chocolate chips per day)
• Eating potato chips and other packaged snack foods (Fritos, Doritos, Tostitos, etc.)
• Eating packaged cookies and desserts

If Boxer achieves this goal, Boxer is entitled to: [REWARD THAT BOXER SELECTS, E.G. A DAY AT SPA].

If Boxer fails to achieve target weight, then Boxer must pay a fine of [INPUT CONSEQUENCE HERE, e.g. $10 per pound not lost to the American Red Cross].

Signed on this date by:

_____ _____

Boxer Boxing Trainer

Key Points to Remember

1. Keep the butt down.
2. Elbows can never be in enough.
3. The head is on a stick. Don't lean forward.
4. Move those hips.
5. Drive the punch, and bring it back where you got it.
6. Always come back to the stance.
7. Do less!
8. Don't throw a punch. Drive a punch with the 4 pivot points.
9. Breathe in through the nose, out through the mouth.
10. Keep moving!

Special Report:
Five Sample Boxing Fitness Workouts

Workout #1: Basic

2 minutes. Welcome and wrap hands.

12 minutes. Warm Up with jump rope:
• One round regular jumping
• One round left foot 15 seconds, right foot 15 seconds, both feet 15 seconds, repeat
• One round "Aspen" style 15 seconds, regular 15 seconds, repeat
• One round high knees 15 seconds, regular 15 seconds, repeat

5 minutes. Do some stretching.
• Arm circles
• Shoulder circles
• Neck circles
• Foot circles
• Leg stretches

5 minutes. Punch warm-ups. Shadow box (in front of mirror if you have one).
• Check stance.
• One round: Jab 15 seconds, right 15 seconds, 1-2 combination 15 seconds, repeat
• One round: Same thing.

20 minutes. Punch drills:

• One round: Jab high 15 seconds, jab low 15 seconds, repeat.
• One round: Same thing on other side, as Southpaw (reverse stance).
• One round: Right hand high 15 seconds, right hand low 15 seconds, repeat.
• One round: Same thing on other side, as Southpaw.
• One round: The boxing two-step. Have client jab and move forward (with two steps), jab and move forward, jab and move forward, all the way across room. Have them move left across room, and right across room, and backwards, following you. Make sure they step with correct foot (the foot closest to the direction you move, and that they take two baby steps).
• One round: Windshield wipes with catching.
  o 15 seconds: Throw a light wide hook into left elbow, then right elbow. Have client catch the punch with their elbow while moving only their core.
  o Rest of round, alternate:
  - 1,2, catch with right elbow (your throw with your left), 1,2
  - 1,2,3, catch with left elbow, 1,2
  - Repeat
• One round: Count up to 10 punches, starting with 4. Add two punches each time. Then go back down. Make sure form is correct.
  o 1,2,3,4 (jab, right, jab, right)
  o 1,2,3,4,5,6
  o 1,2,3,4,5,6,7,8,
  o 1,2,3,4,5,6,7,8,9,10
  o 1,2,3,4,5,6,7,8
  o 1,2,3,4,5,6
  o 1,2,3,4

10-15 minutes. Close Out:

• One round: Work abdominals with medicine ball. Throw back and forth. Straight 15 seconds, touch left 15 seconds, touch right 15 seconds. Keep elbows in and out front!
• One round: Work abdominals with medicine ball. 15 seconds straight on. 15 seconds: Ball over clients head, client goes back, touches ground with ball over head, and springs back up as he/she throws ball.
• One round: Plyo-pushups.
• One round: Lunges.
• One round: Sugar Rays.

Workout #2: Client wanting to work on cardiac endurance

2 minutes. Welcome and wrap hands.

12 minutes. One mile run. Half-way through, sprint every 50 yards and then go slow 50 yards.

5 minutes. Punch warm-ups. Shadow box (in front of mirror if you have one).
• Check stance.
• One round: Jab 15 seconds, right 15 seconds, 1-2 combination 15 seconds, repeat
• One round: Same thing.

20 minutes. Punch drills:
• One round: Jab high 15 seconds, jab low 15 seconds, repeat.
• One round: Right hand high 15 seconds, right hand low 15 seconds, repeat.
• One round: Count up to 10 punches, starting with 4. Add two punches each time. Then go back down. Make sure form is correct.
  o 1,2,3,4 (jab, right, jab, right)
  o 1,2,3,4,5,6
  o 1,2,3,4,5,6,7,8,
  o 1,2,3,4,5,6,7,8,9,10
  o 1,2,3,4,5,6,7,8
  o 1,2,3,4,5,6
  o 1,2,3,4
• Three rounds (approximately): Sixty-Fours, both sides
  o Jab: 4 jabs, 8 jabs, 16 jabs, 32 jabs, 64 jabs
  o Right: 4 rights, 8 rights, 16 rights, 32 rights, 64 rights
• One round: Lovin' and Touchin': Go all out 15 seconds, focus on light technique 15 seconds while breathing, repeat.

10-15 minutes. Close Out:
• Jump rope 10 minutes straight. No rest.
• One round: Work abdominals with medicine ball. Throw back and forth. Straight 15 seconds, touch left 15 seconds, touch right 15 seconds. Keep elbows in and out front!
• One round: Work abdominals with medicine ball. 15 seconds straight on. 15 seconds: Ball over clients head, client goes back, touches ground with ball over head, and springs back up as he/she throws ball.

Workout #3: Client wants to work upper body strength

2 minutes. Welcome and wrap hands.

12 minutes. Warm Up with jump rope:
• One round regular jumping
• One round left foot 15 seconds, right foot 15 seconds, both feet 15 seconds, repeat
• One round "Aspen" style 15 seconds, regular 15 seconds, repeat
• One round high knees 15 seconds, regular 15 seconds, repeat

5 minutes. Do some stretching.
• Arm circles
• Shoulder circles
• Neck circles
• Foot circles
• Leg stretches

5 minutes. Punch warm-ups. Shadow box (in front of mirror if you have one).
• Check stance.
• One round: Jab 15 seconds, right 15 seconds, 1-2 combination 15 seconds, repeat
• One round: Same thing.

10 minutes: 600 punch drill.

10 minutes. Punch drills:
• One round: Jab high 15 seconds, jab low 15 seconds, repeat.
• One round: Right hand high 15 seconds, right hand low 15 seconds, repeat.
• One round: Four punch drill with focus mitts.
• One round: Lovin' and Touchin'.

10-15 minutes. Close Out:
• One round: Plyo-pushups.
• One round: Wood choppers.
• One round: Leap up with medicine ball.
• One round: Work abdominals with medicine ball. 15 seconds straight on. 15 seconds: Ball over clients head, client goes back, touches ground with ball over head, and springs back up as he/she throws ball.

Workout #4: Work the core

2 minutes. Welcome and wrap hands.

12 minutes. Warm Up with jump rope:
• One round regular jumping
• One round left foot 15 seconds, right foot 15 seconds, both feet 15 seconds, repeat
• One round "Aspen" style 15 seconds, regular 15 seconds, repeat
• One round high knees 15 seconds, regular 15 seconds, repeat

5 minutes. Do some stretching.
• Arm circles
• Shoulder circles
• Neck circles
• Foot circles
• Leg stretches

5 minutes. Punch warm-ups. Shadow box (in front of mirror if you have one).
• Check stance.
• One round: Jab 15 seconds, right 15 seconds, 1-2 combination 15 seconds, repeat
• One round: Same thing.

20 minutes. Punch drills:
• One round: Jab high 15 seconds, jab low 15 seconds, repeat.
• One round: Right hand high 15 seconds, right hand low 15 seconds, repeat.
• One round: Windshield wipers. 1,2, catch right elbow, 1,2. Then 1,2,3, catch left elbow, 1,2.
• One round: Smiley face duck, no step. 1,2, duck right (your left hand hooks over head), 2 (with power!).
• One round: Smiley face duck, no step, left side. 1,2,3 duck left, 1,2.
• One round: Smiley face duck with step, alternate sides. First 1,2, duck/step (you are throwing with your left), 2. Then 1,2,3, duck/step left (you are throwing with your right), 3.
• One round: Four punch drill.

10-15 minutes. Close Out:
• One round: Work abdominals with medicine ball. Throw back and forth. Straight 15 seconds, touch left 15 seconds, touch right 15 seconds. Keep elbows in and out front!
• One round: Work abdominals with medicine ball. 15 seconds straight on. 15

seconds: Ball over clients head, client goes back, touches ground with ball over head, and springs back up as he/she throws ball.
• One round: Back to back with medicine ball. Pass the ball to each other, pivoting with core, keeping chin in middle (not looking around). 15 seconds pass left. 15 seconds pass right. Repeat.
• One round: Wood choppers.
• One round: Lunges.

Workout #5: Advanced client

2 minutes. Welcome and wrap hands.

12 minutes. Warm Up with jump rope:
• One round regular jumping
• One round left foot 15 seconds, right foot 15 seconds, both feet 15 seconds, repeat
• One round "Aspen" style 15 seconds, regular 15 seconds, repeat
• One round high knees 15 seconds, regular 15 seconds, repeat
20 minutes. Punch drills:
• One round: Jab high 15 seconds, jab low 15 seconds, repeat.
• One round: Right hand high 15 seconds, right hand low 15 seconds, repeat.
• One round: Windshield wipers with catch and upper cuts:
  o 1,2,catch, 2
  o 1,2,3,catch, 1,2
• One round: 4 punch drill
• One round: Call out a variety of punches: double jab; 1,2,3,4; 1,2,3,4,5,6,7,8,9,10; 4 punch drill; double right….
• One round: 1,2, duck/step, 2. Repeat other side (1,2,3, duck/step, 1,2).
• Two rounds: Sixty-four punch drill (or Twenty-ones).
• One round: Lovin' and Touchin'.

10-15 minutes. Close Out:
• One round: Work abdominals with medicine ball. Throw back and forth. Straight 15 seconds, touch left 15 seconds, touch right 15 seconds. Keep elbows in and out front!
• One round: Work abdominals with medicine ball. 15 seconds straight on. 15 seconds: Ball over clients head, client goes back, touches ground with ball over head, and springs back up as he/she throws ball.
• One round: Wood choppers.
• One round: Plyo-pushups.
• One round: Lunges.

The Boxing Fitness Institute Marketing Manual

By Andrew Neitlich and Tony Spain

About the Author

Andrew Neitlich has been a leading marketing and sales consultant for over a decade.

After receiving his MBA from Harvard Business School, he worked for one of the world's most profitable direct marketing firms. Soon after, he became a management consultant, working on large-scale strategic change initiatives. While in this role, he led an effort within his firm to train partners and fast-track professionals to learn how to market and sell their services. The program he rolled out led to an immediate $12 million in additional revenue. At the same time, professionals in the firm developed a common language and process for attracting and building relationships with clients. Professionals who considered "selling" to be a dirty word became comfortable marketing their services.

Andrew continued to refine this process, tailoring it to both small and large service firms in a variety of industries, and became a recognized author and authority on marketing professional services.

Andrew is the author of The Professional's Essential Marketing & Sales Program, The IT Business Acceleration System, Guru Millionaire, and Elegant Leadership: Simple Strategies, Remarkable Results.

His website is www.fastmarketingresults.com.

First Things First: Make Marketing Your Top Priority

It isn't fair, but it is true: The most qualified fitness professionals are not always the most successful.

In fact, many highly qualified fitness professionals are barely scraping by.

Why? Because they don't make marketing a top priority. They wait for customers to come. Or, they rely on "word of mouth," which basically means relying on the chance that a busy stranger will talk about them to others.

Do you really want to achieve your financial goals? If so, you need to make marketing your top priority.

It helps that you have a unique Certification in a hot field (Boxing Fitness!), but you still need to get visible to your target market.

You need to be the "go-to" fitness professional in your community. You want desirable clients to call you first when they want to get in shape. You want the media to call you when they have a fitness story and need a quote from a local expert.

That way, people know about you, talk about you, and sign up for your programs.

Most of your competitors have no idea about how to market their services. Soon, as you read this manual, you will know the secrets to effective fitness program marketing.
But – unless you take action and make marketing your top priority – none of the advice in this manual will matter.

You need to make a personal commitment to invest time and a little bit of money into marketing your services. This manual will show you how to use your time and money effectively. But it is your job to take action.

Are you ready and willing? Then read on….

The Foundation, Part I: Your Sales Funnel

It is important for you to "get inside your prospect's head" and know how they buy fitness services, especially Boxing Fitness. That way, you can focus your marketing on effective tactics.

Most people don't want to hire a personal trainer or go to the gym. These things cost money. Health clubs are a chore to go to, and often quite boring. Personal trainers are expensive, and don't necessarily get results.

So you need to gradually get people "hooked."

To do this, you have to think about your marketing as a funnel, per the diagram below:

At the top of your funnel, you have everybody who might be interested in Boxing Fitness. This includes people who want to lose weight, get in shape, cross-train, learn about boxing, and have fun working out. You need a message that attracts them and compels them to want to learn more.

People who want to learn more about what you do are leads. Your job is to convert them to clients. How? There are two ways:

Continue to follow up with them, with information and education about Boxing Fitness and its benefits. You can follow up by capturing your prospects'

email addresses and sending them periodic email updates (details to follow).

Offer a free demonstration class to teach them the basics and introduce them to your program. This class can be a one-on-one session or a small group class, depending on when people sign up with you.

A good percentage of people who take your free demonstration class will become clients. Depending on how you structure your practice, they might become personal training clients and/or sign up for group classes.

Once you have clients, you are not done. Your job with clients is to keep them loyal and convert them into raving fans who give you referrals and help you continue to grow your business.

The Foundation, Part II: Your Target Market and Marketing Message

Before you promote your business, you need to be sure that you have a focused target market and a message that compels people to act. That way, you can get visible in your marketplace and persuade people to contact you for more information.

Boxing Fitness is a terrific program because you can focus on a number of profitable target markets:

Weight loss
Corporate/ "white collar" boxing fitness
Youth programs (e.g. youth/parents, schools, sports programs)
Cross-trainers
Women-only classes and programs

For each of these markets, you should have a specific marketing message to get attention and interest people to want more information.

Introducing Yourself to Others: Your Hook

First, it is important to know how to introduce yourself to others. Most fitness trainers tell people what they DO, instead of the RESULTS they get. "I am a Fitness Trainer" is an accurate statement about what you do. But it doesn't compel anyone to want to learn more.

To do that, you need a "hook." A hook is a concise, catchy, attention-grabbing statement that introduces you and opens up a conversation with a prospective client. You know a "hook" works when people get interested in what you can do FOR THEM, and start asking you questions about your programs.

A good hook for Boxing Fitness is: "I help people get in the best shape of their lives, and they have a blast doing it." That's a much more interesting and attention-grabbing statement than, "I'm a personal trainer." Why? Because it immediately highlights two benefits of what you offer: get in great shape, and have a great time.

If someone asks you what you do, and you answer with the above hook, they will probably be interested in learning more. A likely next question will be: "How do you do that?"
Now you can get into Boxing Fitness and its benefits. But, before you do,

you might find out more about why they are interested, and what their own goals are. ("I have a unique Boxing Fitness program. Are you interested in getting in shape?....What are you fitness goals?"). That way, you can focus your conversation even more.

Then you can get into the specific benefits of Boxing Fitness that matter most to them.

Know the Benefits of Boxing Fitness

Boxing Fitness is an ideal program. You should familiarize yourself with the following table, which will help you tailor your message to specific audiences. Later in this manual, you will get marketing materials for each of these audiences. But for now, you should be able to speak fluently about the benefits of Boxing Fitness.

If Their Problem Is….	Boxing Fitness Can Help Because….
Weight loss	Boxing Fitness is great for burning calories, losing fat, and replacing it with lean muscle. Also, Boxing Fitness includes a unique eating plan and contracting system to keep you motivated. Boxers are lean for a reason!
Focus on the stomach, hips, butt, and thighs	Boxing Fitness provides a "core training" workout. That means that it targets your core, which are the problem areas most people want to work on. Boxing Fitness helps strengthen and tone the stomach, hips, butt, and thighs.
Cross-Train	Boxing Fitness is a fantastic cross-training workout. Most sports require a strong core to succeed, whether golf, tennis, baseball, football, basketball, etc. Boxing Fitness is all about strengthening the core.

Improve conditioning and endurance	Boxers are among the best-conditioned athletes in the world. You get in the best shape of your life. That's because we focus on continuous movement, and on working out in rounds. We have dozens of routines to improve your conditioning and endurance, while keeping you interested.
Improve strength	Boxing Fitness makes rapid gains in upper and lower body strength, and in core strength. Plus, we can tailor your workout to focus on areas that you want to strengthen.
Do a workout they will enjoy and stick to.	Boxing Fitness is a blast. It is different every time, and we mix it up every 15 to 30 seconds. Nobody complains that Boxing Fitness is boring.
Learn self-defense	Boxing Fitness teaches some simple, easy-to-learn self-defense tactics. Plus, it gives you confidence.

Messages for Specific Markets

When you speak to people in different markets, it is important to know the right "buttons" to push. The following table can help:

Their Market	Benefits to That Market
Corporate	Boxing is a hot trend right now. Top Hollywood stars (Kate Hudson, Hillary Swank, Ashley Judd) and major athletes are raving about it. This is a fantastic, exclusive workout. Few people are Certified as Boxing Fitness Trainers. Learn to fight – without the fight. Get in the best shape of your life. This is a great way to combat stress and reinvigorate yourself.
Youth	Boxing Fitness is excellent for self-confidence and self-esteem. Young athletes use Boxing Fitness to cross-train for school sports. Because you learn to fight without the fight, it is safe.
Women	Boxing Fitness works the core areas to make your thighs, hips, abs and butt look great. Learn self-defense and self-confidence. Have a fun workout that never gets dull. Million Dollar Baby!
Cross-Trainers	Top athletes know that the "core" is key to success in almost any sport: golf, tennis, baseball, football, basketball, etc. Boxing Fitness will build core strength and agility faster than any other program.

The above serves as a good introduction. As you read more in this manual, you will continue to build and refine your marketing message.

Special Report: Nine Ways to Triple Your Income as a Boxing Fitness Professional

Once you have your target market and marketing message down, it is time to develop a set of programs that maximizes your income and gives your clients the results they want.

This special report focuses on how to do that. You can "mix and match" any of the nine program ideas that follow to develop a revenue program that fits your situation and goals.

The key is to fill your time with high-revenue programs that also build your reputation and client base. Always ask: How can I fill my schedule with paying clients?

Marketing copy for some of these programs comes later in the manual, so for now, think about your vision for earning money as a Boxing Fitness Trainer.

Personal Training Programs

Because Boxing Fitness is unique and hot right now, personal training can become a lucrative practice for you. You can incorporate you existing fitness routines with Boxing Fitness, or focus specifically on Boxing Fitness workouts, depending on your client's needs.

There are two keys to earning a high income with personal training:

Charge high rates to clients who can afford it.
Sign up clients for the long term.

Most fitness trainers suffer from "low pricing self-esteem." For whatever reason, they don't think they are worth high rates or that they can persuade clients to make long-term commitments.

If this is true for you, you need to change it right now.

First, you should be able to charge higher rates than regular fitness trainers in your area. Why? Because you have a unique, in-demand Certification program that gets results. Nobody in your area offers the kind of workout that you do, or gets the results that you can. Plus, as you will learn in this manual, you can target wealthier clients, who are more likely to pay high rates.

Also, it is okay for clients to say "no" to you. You don't have to please everyone. Some people want something for nothing.

Finally, to charge higher rates, you need to demonstrate higher value. Ask you prospects lots of questions about their goals. How long have they been trying to achieve their goals? How do they feel now? How is their health? How will they feel if they get the results they want? What will be possible for them? If you ask the right questions, your prospects won't care what it costs to improve their situation (to a limit, of course).

The second key is to sign your clients up for a program. Most personal trainers are lazy when it comes to signing clients up. They let clients come when they want, accept cancellations, and are generally passive about scheduling.

If this describes you, stop it! Put your clients on a program, with specific goals, a specific plan to achieve those goals, and a specific schedule. Charge them a price for the whole program, and get paid for a good percentage up front. Results come with a specific commitment and action plan, and you should reinforce this fact with prospects. They will respect you for it, and you will make more money.

I recommend that you give them a few options (numbers are for illustrative purposes only, and in no way meant to suggest rates for you to charge), with discounts on your general hourly rate based on the length of their program:

Option A: General Hourly Rate: $75. (Use this option for clients who are not yet ready to make a commitment, and keep reminding them of what they can save by starting a program – plus the benefits of committing to a formal program and plan).

Option B: Five Session Program: $325, payable 50% up front and 25% each session until paid in full.

Option C: Ten Session Program: $595, payable 30% up front and 10% each session until paid in full. (If you offer classes, you might give them free membership in large classes for one month).

Option D: Twenty Session Program: $995, payable 20% up front and 5% each session until paid in full. (If you offer classes, you might give them free membership in large classes for two months).

Group Boxing Fitness Classes

Group Boxing Fitness classes are very popular. They are fun, people enjoy working out together, and the time passes quickly.

If you have the space to offer group fitness classes, you should do it. Over time you can invest in heavy bags and other equipment. However, to start, all you need are: jump ropes, boxing gloves, hand wraps, medicine balls, hand weights, and 1 set of focus mitts for you.

A typical class runs for an hour and includes the following flow:

15 minutes. Four rounds jumping rope.

5 minutes. Two rounds warming up with shadow boxing. 15 seconds jab, 15 seconds right, 15 seconds 1-2. You can also have class members call combinations to do during 15 second intervals (e.g. double jab, jab-right-hook…).

25 minutes. Stations. Have people pair up into stations and work together. If you have bags, one person can hold the bag for 15 seconds while the other works. If you don't have bags. The two people can work together. Stations can include:
Jab (add another jab every 15 seconds)
Right (add another right every 15 seconds)
Upper cuts
Left and right hooks
Lovin' and Touchin' drill
Freestyle (whatever they want to do for 15 seconds, so long as they do something different every 15 seconds)
Smiley face ducks.
Parry punches (with mouthpieces in!).
Push ups
Sit ups
Focus mitts with you (one person does "Sugar Rays" or lunges; other works with you)

15 minutes. Close. Here you can be creative: medicine ball drills, sit ups, lunges, wind sprints, run a mile, endurance jump rope, sugar rays, push ups, plyometrics, etc.

The key in classes is to keep people moving during the rounds, and resting in between. Give instructions in between rounds so you don't waste time.

You can charge a number of ways for large group classes, and also bundle classes with personal training programs (as noted earlier). All classes should include a free one-on-one class to orient people to proper technique.

No contract, no obligation: $125 per month, unlimited attendance.

Three months: $299.

Six months: $599, includes one free personal training session (in which you can up-sell a personal training program).

One year: $999, includes two free personal training sessions.

Gold Program: $849. Six months of classes plus one personal training session per month.

Platinum Program: $1499. Twelve months of classes plus one personal training session per month.

The best hours to offer these classes are evenings and early mornings. For instance, Tony Spain's gym offers a 5:30 pm and 6:30 pm class, Monday through Thursday. He is considering a 7:30 am class for people on their way to work (although personal training clients also like this time).

Small Group Boxing Fitness Classes

For groups of people who know each other or for specialized programs, you can offer "semi-private" lessons or small group classes. Work colleagues, friends, and people with similar goals often like to work together. You can customize a program for them, while charging rates in between what you would for personal training or large group classes.

For instance, every Friday Tony Spain's gym offers an advanced workout, including some sparring, to long-time class participants. Each person pays $20 for an hour of personalized attention in a small class. The class is limited to seven people (compared to as many as 20 who attend his larger classes).

Similarly, he trains small groups of women (all of them long-time friends) together during early mornings. By charging each woman ½ the price of a personal training session, he earns more than his usual hourly rate with 3-4 women in the class.

Weight Loss Programs – Boxing Fitness Style

As you read in your Training Manual, Boxing Fitness offers a unique and effective approach to weight loss. Boxing Fitness includes exercise, an eating program (or you can use your own), and contracting to ensure that people hit their goals. You can create group classes to provide people with weekly support and encouragement, combined with the Boxing Fitness workout.

Cross-Training Programs

You can create a variety of cross-training classes, for athletes in general or for specific sports.

For instance, in Sarasota FL where Tony's gym is located, three types of athletes sign up to cross train: golfers, tennis players, and high school football players.

You can approach local teaching professionals and coaches and work with them to refer their clients/students to you, with a specific program for their athletes. You can also market your programs in local pro shops, fitness stores, and fitness publications.

Corporate Programs

White collar Boxing is hot right now. At the same time, many companies have a "machismo" culture that might welcome a custom Boxing program for executives and managers. These types of people want the thrill of learning authentic boxing technique, without having to fight.

You can approach executives to tell them about your program, and offer to customize a small or large group class for their colleagues – at a special rate.

Also, as executives approach you for personal training, you can "plant a seed" about bringing Boxing Fitness to their company.

Youth Programs

Boxing programs are very popular with youth. Boxing builds self-esteem and confidence for youth. Plus, Boxing Fitness teaches you how to fight – without the fight, which makes parents happy.

You can market to youth and have them join your general programs, or create a special Boxing Fitness Academy for youth only.

The Boxing Fitness Academy is a great idea, because you can create youth-centered workouts and programs.

For instance, you can follow the lead of franchised martial arts schools, and have youth gradually move up different levels (documented by the color of the hand wraps they use). You can charge a "graduation fee" and hold a graduation ceremony where students demonstrate to parents their new-found skills.

Example:

White wraps: After first class.

Yellow wraps: Can do 4 rounds of jump rope, proper stance, move in ring, jab, right, 1-2 combination, 25 sit ups, 10 push ups.

Orange wraps: Can do upper cut, hook, 50 sit ups, 20 push ups, run a mile.

Purple wraps: Can parry punches, do series of combinations.

Red wraps: Can spar (hitting below neck and above waist only; don't do this unless you are an Advanced Boxing Fitness Trainer!), do 600 punch drill.

You can create your own standards for certification of each level.

You can market your youth program to parents or to schools. For schools, you can offer to provide cross-training for athletes, or supplement their physical fitness program.

Women-Only Programs

As proven by the proliferation of women-only fitness clubs, women like to work out with other women. You can create safe, secure women-only boxing classes.

Here, you can also focus more on the specific goals of most women, which include working the core areas, nutrition and weight loss, and some self-defense/self-confidence.

Equipment Sales

You can supplement your income as a Boxing Fitness Trainer by offering Boxing equipment: mouth pieces, hand wraps, gloves, jump ropes, medicine balls, bags, and more.

Why let your clients pay top dollar to Everlast or TKO when you can provide them with the same equipment at lower prices for them and a markup for you?

Contact Tony Spain and the Boxing Fitness Institute for more details.

What Will Your Practice Look Like?

Take a day to think about the options to earn revenue as a Boxing Fitness Trainer. Come up with your plan. Answer these questions:

What will your practice look like?

Which programs will you offer, and to whom?

What revenue goal do you want to achieve?

How many clients/programs will you need to achieve it?

What is the easiest place for you to start?

Current Clients as the Best Source for New Clients

Whether you have fitness clients already or not, you will find that the best way to get new clients is through your current clients. This section shows you how to do that.

Current clients know you, trust you, and see your value. They are your biggest fans.

There are two ways to increase revenues from current clients.

First, as you understand their needs and goals, you can "up-sell" them into a bigger program. If they sign up for a month with you, explain the benefits of going with you for six months (better results, lower price). Don't be a pest, but from time to time, plant a seed for them to think about expanding their commitment to their program.

Second, current clients can refer you to new clients. But you have to know the right way to ask. Most fitness professionals don't ask at all, and hope for word of mouth referrals. Others ask in a vague way, towards the end of a workout: "If you know anyone who might be interested in my program, please spread the word."

The right way to get referrals from current clients is by carving out time to focus on referrals, and by asking them specific questions. Follow these steps:

Choose the right time. Clients are most receptive to helping you after you have helped them, or after they acknowledge your value. So ask after a great workout, after a client has signed up for a program (when they are most supportive of you), when they have achieved a particular milestone, when they thank you for your contribution, and/or when they have provided a successful referral to you (because now they have a stake in promoting you).

If the right time doesn't come up for a particular client, make it come up. At the end of a workout ask, "What part of this workout program has been most valuable for you?"

Ask the client if they would mind brainstorming referrals: "Joe, since you are getting value from this program, would it be okay to sit down and brainstorm about other people you know who might benefit from Boxing Fitness, too? After all, I get most new clients from referrals from people like you."

Carve out time to brainstorm. You have to focus your client's attention on this subject. Otherwise, she/he won't take it as seriously. Ask: "What would be a good time to do this? I'd be grateful for about five minutes of your time. We can do it now, after the next workout, or I can call you at a convenient time."

Ask specific questions to jog your client's memory:

Who do you know who is a boxing fan, and might like to learn to fight without the fight?
Who do you know who plays golf (or tennis, football, etc.) and might want to cross-train?
What other sports do you do? Who do you play with that might benefit from Boxing Fitness?
Who do you work with that might like to get in better shape?
Who do you know who is unhappy with their gym and wants a workout like this one?
Who do you know who wants to lose weight but is frustrated with their efforts so far?
What clubs are you a member of, where there are people who might want to get in better shape?

As the client comes up with names, ask if you can contact them, or whether the client will introduce you. Find out why your client thinks this person might benefit from Boxing Fitness.

Follow up. If the client wants you to reach out, call them with the following script (Of course, tailor this to the specific needs of the person you are calling):

> *Hi Joe,*
>
> *Bob Smith suggested I contact you. He works out with me with my Boxing Fitness Program, and thought you might enjoy the program, too. He said you both golf, and that his golf game has improved since he started working out here.*
>
> *I have no idea if you are interested or not, but I thought it might make sense to touch base and find out.*
>
> *Would you be interested in stopping by for a free personal training session, or would you like to learn more?*

Don't be too pushy. Just make an offer and take a yes or no. Thank the person for their time, and offer to put them on your mailing list so they can learn more about fitness trends.

Let your client know what happened, and thank him/her for the referral. Send a handwritten note of thanks in addition to an in-person thanks. If the referral turns into business, you might give them a discount on their next session.

Send thank you notes to clients periodically, just to thank them for their business. Hand write the notes. Have a P.S. that says, "By the way, I get most of my clients from referrals. If you know anyone who would benefit from Boxing Fitness, please let me know, or send them my way!"

Periodically ask clients for testimonials. Save these for brochures and marketing materials.

You should ask for referrals from clients:

Whenever they first sign up.
Whenever they seem particularly grateful for your contributions.
Every three months or so.
People generally want to help others (like you) succeed. They also want to share exciting things in their life with others.

Sometimes your clients will give referrals, and sometimes they won't feel comfortable (yet). But, worst case, you will increase the chances that they start raving about you to others – beyond passively hoping for word of mouth.

Sphere of Influence Strategies to Get More Clients

After current clients, your next best strategy to get new clients is through your sphere of influence, or network.

Right now, write down 100 people you know. Jog your memory by writing down names of people in the following categories:

Look in the phone book under different professions, A-Z.
Coaches and Teaching Professionals.
Athletes.
Your local family members.
Your friends, and their friends.
The people you know in your neighborhood.
Your Rolodex.
People who belong to organizations that you belong to (religious, hobbies, business, associations, clubs).
People with red, brown, blonde, black hair.
People with good senses of humor.
The people you pay for services (accountant, hair stylist, waiter/waitress, mechanic, home improvement, landscaping, paining, tire changing, dentist, doctor, etc.)
Leaders in the community (businesspeople, clergy, politicians, media).

Contact these people every 3 months and offer to exchange leads, or otherwise help them with their goals. Meet with them. Speak by phone. Stay in touch regularly. After a while, they will come to expect your contact.

When you do, use the following script:

Hi Joe,

I wanted to update you on what I'm up to. I help people get in the best shape of their lives, and they have a blast doing it. I do this as a Boxing Fitness Trainer.

Could we take some time to figure out how to exchange leads and referrals, or how I can help you succeed with your goals?

Then, sit down with them, and start with their issues. If they want referrals for their business, ask them about their ideal referral.

Then jog their memory (as you did in the previous section) about the kinds of

referrals you seek.

Follow up, as you learned to do in the previous section.

There are other ways to proactively build a stream of referrals from your network:

Mastermind Groups. Invite 4 other, complementary professionals, to meet you for lunch once each month. Discuss common business issues, and exchange referrals to help each other grow their respective businesses.

Join Lead Exchange Groups. BNI and other similar groups are focused on helping professionals succeed by exchanging leads. Join at least one group like this and attend faithfully.

Joint endorsements. Offer to endorse a particular professional (e.g. your accountant, your lawyer, your realtor) in exchange for an endorsement from them to their client list. Send out a letter on your letterhead endorsing them. Write a letter endorsing you, and print it on their letterhead. Include an offer for a free personal training session, along with the benefits of Boxing Fitness. Mail it out at your expense.

For instance:

Dear [NAME]:

I am writing because you are a client of mine and interested in the best that our community has to offer. I recently came across Joe Stevens, who offers a Boxing Fitness program that will get you in the best shape of your life. I've tried it and it is a blast. Best of all, you learn to fight without the fight. It is safe and lots of fun, and works.

Joe is graciously offering my clients a free personal training session to try out Boxing Fitness.

If you are tired of the same old gym routine, I urge you to call him at [PHONE]. Tell him I sent you and he will set you up with your free session. Worst case, you spend nothing and get a great workout.

Best,

Mary Smith

I want you to always have 100 contacts on your list, and follow up with 3 a day. If a particular contact seems like a dead end, add another to your list.

At the same time, don't forget to ask these 100 contacts to become clients! Ask them about their fitness goals, and invite them to a free session.

Get Visible In Your Community

People buy from people they know and trust. Get visible as a leader in your community, so that your community knows and trusts you.

Find non-profit leadership roles that you can take on, where you get in direct contact with your target clients (well-to-do executives, parents of youth, etc.).

For instance:

Help organize a major fund raiser.

Get involved in your religious organization.

Become an ambassador at your local chamber of commerce (don't just join; become a leader there).

Get on the board or a committee of a visible, prestigious non-profit organization.

Join the school association if you are a parent.

Coach a youth team.

Volunteer for the Red Cross.

Free Seminars

Seminars can be a great way to get lots of people together to learn about what you do.

Consider going to a school, health club, community center, or adult education program and offering to lead a free seminar focused on Boxing Fitness. You could also offer your seminar as a free "lunch time" meeting at a corporation.

Get FREE Publicity as the Go-To Fitness Expert

You are a fitness expert. You have news to tell your community. Your local media should feature you. But they won't if they don't know about you.

Get in the habit of issuing press releases to your local media. Follow up to build rapport with local journalists, especially the boxing beat reporter, sports reporters, and local business reporters. Follow up by pitching your story, not begging: "I have a great story for your readers. It is about…..I've sent you the release. Please call me to follow up."

Send releases by mail or fax. Use email if you must, but put the release in the body of the email, not as an attachment (or it will be deleted for fear of viruses).

A good press release doesn't promote you. It provides an interesting story to readers.

Examples:

How to combat obesity.
Why Boxing Fitness is a hot trend.
Comments on boxing technique in recent boxing movies.
Tips on strengthening the core.
Announcement of a new fitness program.
How to lose weight – boxing fitness style.
Your participation in community events.

Issue a press release at least every month, or whenever something newsworthy happens.

Here is a template you can use to create your own releases.

FOR IMMEDIATE RELEASE

One Secret to ABC High School's Winning Football Season Revealed

Your Town, Your State – Date – Everyone in Anytown knows that ABC High School is having its best season ever. But few people know about one of their secrets: cross-training with Boxing Fitness.

Five starting players for the team are working out weekly with a Boxing Fitness program. The program, led by Boxing Fitness Trainer Jim Johnson, includes conditioning, a heavy dose of "core" (hips, abdominals, thighs) strengthening, and a unique workout routine incorporating authentic boxing technique.

Coach John Smith says, "Core strength is key to football. It's the key to better tackling, agility, and blocking. Our starting players are getting a lot out of Jim's program."

For instance, starting Safety Bill Martin notes improved conditioning and strength. "My open field tackles are much better. Plus I don't get winded at all. The workout is a blast."

Jim Johnson added, "Our program keeps people moving, like a boxer moves during rounds. There is no better workout for core strengthening and conditioning. I'm a former football player with ABC High School, and delighted to see such a great season."

Mr. Johnson also has a number of golfers, tennis players, and baseball players who come to his classes, also looking for core strengthening and conditioning. He offers one-hour individual and group classes.

For more information about Boxing Fitness, visit [WEBSITE].

Contacts: Jim Johnson, Phone
John Smith, Phone

The Target Prospect Strategy

You will want to attract new prospects to your fitness practice, beyond what your clients and sphere of influence can provide for you.

The Target Prospect Strategy is a great way to do that.

Here is how it works:

Choose 25 people you want as clients – whether as individuals or as part of a group program (e.g. executive at a business, school administrator).

Craft a series of 3 to 5 educational letters for these people. See the two examples at the end of this chapter. Target the letters to the specific needs of the prospect (e.g. school program, corporate program, personal training), by focusing each letter on a different fitness issue your target faces.

Send out the first letter, and follow up by phone. Your phone call should remind the person why you sent them the letter, why you think Boxing Fitness might help them, and then offer them a free demonstration session or opportunity to learn more.

Follow up with another letter every 30 days.

If a prospect is clearly not interested, replace them with another prospect (but first ask if they know anyone who might be interested). If a prospect becomes a client, replace them with another prospect.

Don't give up! This is a high-volume, low-return strategy, but can get you new clients.

Sample Letter #1 (targeted to football coaches):

A Tale of Two Football Players, Both Skilled and In Shape, But Only One….

Dear Coach X,

Joe and Jim are known as excellent football players on their high school team. Both are the same age, both have the same body type, and both play the same position.

But recently, only one reached a new level of performance. The other seems to have hit a plateau.

How did this happen?

Simple. Joe has been cross-training with ABC Boxing Fitness for the past three months. As a result, he has improved his core strength and agility (hips, abdomen, thighs – where most athletes need to be strong), gotten in even better aerobic condition, and improved his self-confidence and mental toughness. His performance has improved significantly.

Jim is stuck in the same old workout routine.

Boxing Fitness is a safe, fun, effective workout that can be customized to your goals. You "fight without the fight," using proven conditioning and strengthening techniques. It helps football players develop the core strength and conditioning they need to complement and improve upon their normal training.

Don't let the athletes on your team get stuck in a rut. Give them a fun, powerful cross-training routine. Call me today to learn more about Boxing Fitness and how it might be able to help you and your team succeed.

If you call this week, I can fit you in to a free one-on-one personal training class, or set up a free hour-long demonstration for your team. [PHONE]

Sincerely,

Joe Smith

P.S. Please take five minutes to call me and learn more about the benefits of cross-training with Boxing Fitness.

Sample Letter #2 (sent to area residents who might have an interest in Boxing Fitness):

Three Keys to the Ideal Workout

Dear X,

As a fitness professional, I notice that it is hard for people to stick with a fitness program for a long time. Here are three reasons why, and how to overcome these problems:

Boredom. Most fitness programs get boring, fast. They lack variety and fun. They are generic. People don't learn new skills. And so they stop coming.

An incomplete program. There aren't many fitness programs that give you a holistic workout: strength, aerobic, anaerobic, conditioning, weight loss, and total body focus. They are incomplete and therefore not worth continuing.

No results. Despite promises, too many workout routines don't get the promised results. So people quit, and justifiably so. Why put all that time and effort into a program that doesn't get results?

I would like to introduce you to a fitness program that overcomes all three of these issues.

My name is [YOUR NAME], and I am a Boxing Fitness Trainer. Boxing Fitness is a fun, safe way for people to get into the best physical and mental shape of their lives.

Boxing Fitness uses proven boxing techniques and workouts to help you burn calories, gain strength, and improve conditioning. You learn to "fight without the fight," so that you get the boxing workout without having to get in the ring.

Boxers are the best-conditioned athletes in the world, and I can share their secrets with you. To do that, I'd like to offer you a FREE one-hour long personal training session with me.

Please call me to find out more and to schedule your free session. You will love it!

Sincerely,

[YOUR NAME]

P.S. Group classes and personal training sessions are available. You can customize your workout to your goals. Call today for more information.

[INCLUDE TESTIMONIALS FROM SATISFIED CLIENTS HERE]

Your Web Site and Electronic Follow Up

Research shows that people need at least 4 positive interactions before they hire a professional. With an effective web presence, you can follow up with prospects and demonstrate your value automatically.

To do this, you need a web presence that:

Has a few articles about Boxing Fitness and its benefits, written by you.

Encourages people to sign up for more information (e.g. sample workouts and fitness tips). That way, you can stay in touch with them.

Includes technology to capture emails and send out newsletters/tips to people. You can do this easily and inexpensively with a program like HYPERLINK "http://www.1shoppingcart.com" www.1shoppingcart.com or HYPERLINK "http://www.Lyris.com" www.Lyris.com.

Drives people to your web site. You can do this via Google Adwords (HYPERLINK "http://www.Google.com" www.Google.com), which lets you pay only based on clicks to your website. Also, you can provide your web address on your letterhead and in all of your marketing materials.

My own website, albeit focused on marketing, provides an example of this strategy: HYPERLINK "http://www.fastmarketingresults.com" www.fastmarketingresults.com .

Once you have a database of names, you can send out tips every few weeks. Your tips can talk about how to get in better shape, include sample exercises, provide nutrition advice, or give workout routines. Keep your message short, informative, and filled with valuable insights.

As part of your message, preferably at the top as an "Editor's Note," make an offer for people to get their free personal training session.

Here is an example:

Greetings:

This week, your Boxing Fitness newsletter provides an interesting nutrition strategy. If you are struggling with your weight, like 2/3 of Americans, then for your health and family you should take action today.

Boxers are skilled at "making weight" for a fight. You can use some of their strategies to get down to fighting weight, safely and at the right pace.

For instance, if we work together, we will create a Boxing Fitness Contract. Each month we will set healthy goals for weight loss, specify a plan to reach those goals, and sign the contract. I will hold you accountable for achieving your goals, and give you the support you need to succeed.

You will also get an eating plan that shows you how to eat small, healthy meals throughout the day – without feeling hungry or eating junk.
Would you like to see a sample Boxing contract or eating plan?
Contact me anytime.

[INCLUDE TESTIMONIAL FROM SATISFIED CLIENT]

Until next time,

[YOUR NAME]
YOUR PHONE NUMBER

Signs and Flyers

A sign or flyer posted in visible areas near you can generate excellent business.

For instance:

Get in the best shape of your life!

Absolute Boxing Fitness
[PHONE]

This tactics is low-cost and works. Especially effective are signs that you stick in the grass on the sides of busy roads in commercial districts.

Local Advertising

If you spend money on advertising, do it wisely. Start small, and go for frequency over size. People need time to see and respond to your ads (7 times, according to research).

I suggest advertising in a local community newspaper, and carefully tracking results.

A sample ad should have your picture and say:

Get In The Best Shape of Your Life!

**Boxing Fitness: Learn to fight without the fight.
Safe, great for weight loss, cross-training,
self-defense, conditioning.**

Group and one-on-one classes.

**Call now for your FREE Personal Training Session.
(Sorry, offer expires one week from today).**

**[PHOTO]
Joe Smith,
Certified Boxing Fitness Trainer**

Call Today: [PHONE]

Start achieving your fitness and weight goals now.

Letters and Postcards

Letters and postcards can be an inexpensive way to promote your business. However, response is low and it is more cost-effective to use the other techniques mentioned in this manual.

Postcards cost about $500 per 1,000 postcards to print and mail (including the cost to rent a list) to people in your area. If you use postcards, print the larger size.

On the billboard side of the postcard, your postcard vendor (such as HYPERLINK "http://www.postcardkingdom.com" www.postcardkingdom.com) can create a boxing graphic with the headline:

Get in the best shape of your life!

The back side can give the details:

Boxing Fitness:
Learn to fight without the fight.

Safe, great for weight loss, cross-training,
self-defense, and conditioning.

Group and one-on-one classes.

Call now for your FREE Personal Training Session.
(Offer expires [DATE]).

[PHOTO]
Joe Smith,
Certified Boxing Fitness Trainer

Call today and start achieving your fitness
and weight goals now:
[PHONE]

Plan and Prioritize

If you follow the tactics you have just read about, you will do very well.

Please plan your activities:

Which programs will you offer? To whom?

Create an action plan to reach out to current clients.

Create an action plan to reach out to 100 people in your sphere of influence.

Choose at least one way to get visible in your community.

Create a press release schedule, targeting one release per month.

Get your web site up and running, and collecting visitors' information.

Put up signs.

Find places to offer free seminars.

Choose 25 prospects to pursue, and start your campaign to reach out to them with a series of letters and calls.

Test local advertising.

A Simple Brochure That You Can Use

You can use the following brochure to attract clients:

Get in the best shape of your life!

[YOUR NAME]'s Boxing Fitness
"Learn to fight – without the fight"

Exclusive program, personalized classes

Great cross-training
Core strengthening and toning
Lose weight and body fat
Superb conditioning
Improve strength
Get better agility, foot work, and balance
Learn self-defense
Improve self-confidence
REAL boxing technique, but in safe environment
Have the most fun you have ever had working out!

Customize a program to your goals:

Personal training packages
Small groups
Public classes
Specialized cross-training for golfers, tennis players, football players, basketball players, and baseball players
Youth programs
Weight loss programs

See how easy and fun it is to get started.
FREE one-on-one one hour private session.
Call today:
[YOUR NAME],
Certified Boxing Fitness Trainer with the Boxing Fitness Institute
[PHONE]
[INSERT TESTIMONIALS HERE]

Special Report: Kick-Start Your Practice For Under $50

The purpose of this special report is to help fitness professionals identify the essential strategies they need to implement in order to build momentum in their business quickly and without a major investment of money. This report applies to anyone starting their practice from scratch, as well as professionals who need a little push to get going again.

You have read about most of these strategies already, so this report will be a review for you. However, it will also focus you so that you take effective, quick action to get results.

Three Phases in Any Professional Services Firm

Before showing you the Kick-Start strategies, I'd like to introduce you to the three phases that any professional services firm experiences. That way, you will be able to assess your fitness practice, and know what it means to have to kick-start revenues.

Everybody's Favorite Phase: Acceleration

The best phase is called "Acceleration." During this phase, you have to put very little effort into business development, because clients come to you. You have established trust and credibility in your marketplace, created automatic marketing systems, and developed a huge contact list. Your business development machine attracts all the clients you can handle. This manual covers the strategies that can help you achieve Acceleration. Your goal when you are in this phase is to keep investing in business development, as well as in the capacity of your practice/firm to deliver, in order to grow.

The Second Best Phase: Momentum

The second best phase is called "Momentum." During this phase, things are fine. You have a good number of clients, and are making a decent living. You invest time and money in business development, and get results equal to the investment you make. In Acceleration, you might invest one unit into business development to get back five or ten units of results. In Momentum, you get back one unit of results for every unit you invest in business development. Your goal in this phase is to breakthrough to Acceleration.

The Most Difficult Phase: Kick Start

The most difficult phase to be in is the third phase, called "Kick Start." This phase feels like pushing a rock up a hill. You have to invest five or ten units of effort in business development to get even one unit of result back. Your goal during this phase is to kick start your practice and get momentum. It takes intense focus and effort to do this, but is worth the effort to get back to the Momentum and then Acceleration phases.

You can be in the kick-start phase for a couple of reasons. Almost anyone starting out automatically begins in this phase, because they need to take lots of action to get results. Professionals who stop marketing soon find themselves in this phase, too. Finally, a severe economic downturn can force many consultants back into the kick-start phase (although those professionals who follow the principles in this manual will be much more protected than those consultants who don't).

While my manual covers strategies and tactics to achieve Acceleration, this special report covers the Kick Start Phase.

First, Be Resilient

Expect a lot of frustration when you work to kick-start your practice. This phase of business development requires lots of action and effort on your part, by definition. You will need to work hard. You will face plenty of rejection. ou will probably question whether it is worth continuing.

Be resilient. Have faith that all of your hard work will bring you to a new phase in your business. Once you get to the Momentum phase, you can look back on these days as a character-building experience. Once you get into the Acceleration phase, you can look back on these days and laugh.

Five Strategies to Kick Start Your Practice

Let's review five strategies to kick start your fitness practice:

One: Start With Current and Past Clients

Current and past clients are your best source of additional work and referrals. Take a moment and list all of the people you have worked with before, or are working with now. Don't limit your list to clients. Think about colleagues and managers with whom you also may have worked.

There are a couple of strategies to arrange a meeting with these people, depending on your relationship with them:

For current clients, you can talk with them about referrals and additional business almost anytime you meet with them.

For past clients in which you have a strong relationship, you can use the same strategy as above.

> Or, if the relationship has lapsed a bit, you might consider taking the client out to lunch to "check in." Perhaps they are ready to get back in shape with you, or can at least refer you to others.

Two: Arrange Meetings with People in Your Sphere of Influence

We all know hundreds of people. We just don't think we do – until we focus our memory. Many of these people are well connected, and can help your reach other prospects.

Take a moment to list influential people you know. Use the advice in this manual about jogging your memory. For instance, go through the phone book and think about professionals you know in each listing category. Think about people you have met at recent social or community events. Include your family, friends and neighbors – as well as their friends. List the people you know from hobbies, recreation, and sports. Include alumni from your school – even if they are not in your target market. Reconnect with past friends.

Arrange a meeting with these people. To get a meeting with people you don't know well, use the following script:

"Hi Brenda,

I've recently been certified as a Boxing Fitness Trainer, and can help people get in the best shape of their lives. I was wondering if we could meet. I would be very grateful for your advice about this new fitness program, and how I might be able to attract clients and projects. In exchange, I'd like to discuss ways I can help you succeed in your work, too."

During the meeting, start by understanding what the other person is doing, and take notes about ways you can help them. If they need referrals, ask questions to help you know what kind of referral is ideal for them. Then, tell them about the type of referral you are looking for, and help them focus in on specific people that might have an interest in your services, or know people who might.

Set a goal to have 100 meetings over three months with these people. That's only about one meeting a day.

As you get referrals to potential clients, send a letter or email to the prospect noting the name of the person who referred you, and a request to meet briefly. You can use the example you already saw in your manual, or use this version:

"Dear Bill,

Brenda Evans suggested that we might meet. I help people get in the best shape of their lives as a Boxing Fitness Trainer. I don't know if it makes sense for us to talk or not, and am contacting you on Brenda's suggestion.

Could I suggest that we have a five-minute call to talk about your current fitness goals, and see if it is worthwhile to speak further? I'll follow up with you in the next day or so to arrange a call."

Even if the prospective client has no need for your services, be sure to ask them for names of other people who might, for well-connected people in the community, and for people they know who might offer complementary services (e.g. the name of their tennis or golf pro). **One of your goals should be to replace every closed door with at least two new open doors.**

Finally, be sure to follow up with the source of the referral and let them know the outcome. Thank them with a handwritten note and maybe a nice gift.

Three: Reach Out to Ideal Prospects

Your second strategy is to reach out to ideal prospects that you want to work with, but haven't yet formally met. These are typically prospects who are visible in the community and can quickly get the word out about you.

Send them a letter or email with an article about Boxing Fitness. A sample letter follows:

"Dear Bill,

I've recently started a Boxing Fitness Program that helps people get in the best shape of their life. Please take a look at the enclosed article, which describes this program and its benefits. My clients have been raving about the results they get with Boxing Fitness – from improved strength and conditioning to healthy weight loss.

I don't know if you or your colleagues would benefit from this program or not, but since you are a community leader, I wanted you to know about it. I wonder if it would make sense for us to speak for five minutes to find out if it makes sense for us to meet. If you are interested, I'd be delighted to offer you a free one-hour personal training session.

Could I suggest that we have a five-minute call to see if it is worthwhile to speak further? Either way, I'd be extremely grateful for your impressions of the enclosed article. I'll follow up with you in the next day or so to arrange a call."

Sincerely,

[your name]
[your web site]
[your contact info]"

As always, whatever the outcome of the letter, ask them for referrals to other prospects and as well. You can soften your request by simply asking for names of others who might appreciate the information that you sent.

If the prospect does seem interested in your services, don't get pushy. Your goal right now is to kick start your practice, not get rich. Listen closely to his or her issues, and be flexible in order to get a foot in the door. Since the prospect barely knows you, suggest a safe, risk-free way to solve his or her problem, like the free personal training session or an invitation to attend a class.

Four: Get Visible

The third strategy is to find quick, low-cost ways to get visible. The best ways to do this include: publicity, signs, community service (in a visible, leadership role), and free seminars. You have already read about these

Five: Ride Somebody Else's Wave

The fifth and final strategy is to ride somebody else's wave. There are quite a few fitness professionals out there who already have more clients than they can handle. Many of these people can help you get more work.

There will be a cost to you to get this work. You may have to help the other person get an over-ride for marketing the engagement on your behalf. For instance, you might have to give up 33% of your fees to your marketing source.

If this strategy appeals to you, you should look for the following types of people:

Other fitness professionals. Some fitness professionals have all the business they can handle. They might not mind sending new clients your way. Also, because you have a specialty in Boxing Fitness, they may want to send clients your way to cross train. They might also be willing to share with you the names of former clients, and refer those clients to you (in exchange for your doing the same for them).

Teaching professionals. Professionals at golf and tennis clubs might be very willing to refer their clients your way for cross-training.

Health and fitness clubs, country clubs, golf clubs, tennis clubs. Health clubs are always looking for an edge. You can offer your programs to health clubs as a new way for them to set themselves apart.

School coaches and PE teachers. School coaches want the best for their students, and are likely to refer business your way.

Managers of Weight Watchers and similar programs. These programs often lack a fitness component, and may refer weight loss clients your way, especially for women-only programs. Or, you can create a complementary program specifically for members of a particular program.

Certain health professionals. Physical therapists, massage therapists, and other health professionals may refer business your way.

You can reach all of these people via the tactics that have been covered elsewhere in this manual: introductions from your network, community service, emailing to ask for advice or a meeting, and asking clients for names of influential people.

Conclusion: One More Foot

The five strategies noted above are the fastest, lowest cost ways to kick-start your practice. They have worked well for me, and for my consulting clients.

However, there is no silver bullet to get momentum and acceleration with your fitness practice. It takes time, persistence, faith, and resilience in the face of frustration and rejection.

Perhaps most importantly, it takes action. The best way to take action is one step at a time. About a month ago, I went with a group to climb a ropes course at our local YMCA. The course was three stories high, filled with telephone poles at angles, rock climbing walls, rope ladders, cables, platforms, and all sorts of swinging obstacles.

When my turn came up, I thought I would have no trouble making it to the top. Well, about half way up I started huffing and puffing like I was twice my age and weight. The strength in my arms and legs gave out. I simply rested on my support ropes, wondering how I could get out of this mess. Then, the coach on the ground called out, "Don't give up. Go one more foot up. Just one more foot!"

So, after resting a bit more, I went one more foot. The coach kept calling "One more foot. Don't quit without going one more foot up." I listened, and kept moving up the course, one foot at a time, and resting in between. About ten feet before the top, I found renewed strength and commitment, and pushed myself up and over the overhang of the top platform.

I will always remember that YMCA coach yelling, "One more foot!" It's a great slogan for anyone struggling – whether on a ropes course or in a professional practice. If you keep taking one small step at a time, eventually you can succeed.

Therefore, take a minute and think about one thing you can do right now to kick-start your practice. It doesn't have to be a huge thing, just something that will get you one foot further along. Then, after you take that action, think of another. And another….

One more foot!

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